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ADVERTISING AND MEDIA

Do Consumers Overgeneralize One-Sided Comparative Price Claims, and Are More Stringent Regulations Needed? CORNELIA PECHMANN, May 1996, 150–62.

The Federal Trade Commission seems to be moving toward more stringent regulations that would disallow certain omissions in one-sided comparative ad claims. The changes would address long-stranding concerns that such claims erroneously imply that the advertised brand is superior, not only on the featured attribute, but also on omitted and seemingly related attributes. The author substantiates such concerns: Subjects who saw comparative price claims mistakenly inferred that the advertised brand was *least expensive overall* and made suboptimal choices, though they could have found the omitted prices. As predicted, subjects were most likely to overgeneralize the most reliable-looking and informative claim—the one that (1) named the targeted competitor and (2) specified the savings amount. In addition, a disclosure was ineffective. The author concludes with recommendations for limited added regulations.

The Effect of Type of Elaboration on Advertisement Processing and Judgment, PRASHANT MALAVIYA, JOLITA KISIELIUS, and BRIAN STERNTHAL, November 1996, 410–21.

The authors examine the effect of type of elaboration on information processing and product judgments. Research participants were shown print advertisements promoting a camera in which the pictorial material depicted either product features mentioned in the copy (attribute-focused condition) or people, objects, or usage occasions captured by the camera (image-focused condition). These advertisements were presented in the context of advertisements for competing brands of cameras or for products in categories unrelated to cameras. When the context was composed of competing cameras, the attribute-focused advertisement resulted in more favorable target camera judgments than did the image-focused advertisement, whereas when products unrelated to cameras served as the context, the image-focused advertisement prompted more favorable judgments. These results are interpreted as evidence that product judgments are more favorable when an advertising message receives two types of elaboration, item-specific and relational, than when only one of these types of elaboration is dominant.

Efficient Marketing Communication: Helping the Customer Learn, BIRGER WERNERFELT, May 1996, 239–46.

See "Selling"

An Investigation of the Mediational Mechanisms Underlying Attitudinal Conditioning, JOHN KIM, CHRIS T. ALLEN, and FRANK R. KARDES, August 1996, 318–28.

The authors examine the two principal mechanisms that have been proposed as possible explanations for the effects of classical conditioning procedures in attitude-shaping applications. They report two experiments that test conditioning procedures for prompting inferential beliefs, versus transferring affect, as means to influencing brand attitudes. Both studies use an established empirical paradigm for shaping brand attitudes with pictures of visual images as the unconditioned stimuli. The results indicate that brand attitudes can be conditioned using both attractive images that promote direct affect transfer and descriptive visual images that promote inferential belief formation. These data suggest that conditioning procedures can produce multiple benefits when they are applied in selecting and arranging the nonverbal cues to be features in an advertising campaign.

BRAND EVALUATION AND CHOICE

Building Market Structures From Consumer Preferences, LEE G. COOPER and AKIHIRO INOUE, August 1996, 293–306.

See "Marketing Analysis and Response"

Composite Branding Alliances: An Investigation of Extension and Feedback Effects, C. WHAN PARK, SUNG YOUL JUN, and ALLAN D. SHOCKER, November 1996, 453–66.

The authors report two studies investigating the effectiveness of a composite brand in a brand extension context. In composite brand extension, a combination of two existing brand names in different positions as header and modifier is used as the brand name for a new product (e.g., Slim-Fast chocolate cakemix by Godiva). The results of both studies reveal that by combining two brands with complementary attribute levels, a composite brand extension appears to have a better attribute profile than a direct extension of the header brand (Study 1) and has a better attribute profile when it consists of two complementary brands than when it consists of two highly favorable but not complementary brands (Study 2). The improved attribute profile seems to enhance a composite's effectiveness in influencing consumer choice and preference (Study 2). In addition, the positions of the constituent brand names in the composite brand name are found to be important in the formation of the composite's attribute profile and its feedback effects on the constituent brands. A composite brand extension has different attribute profiles and feedback effects, depending on the positions of the constituent brand names.

Consideration Sets in Conjoint Analysis, KAMEL JEDIDI, RAJEEV KOHLI, and WAYNE S. DESARBO, August 1996, 364–72.

See "Statistical Methods"

Do Consumers Overgeneralize One-Sided Comparative Price Claims, and Are More Stringent Regulations Needed? CORNELIA PECHMANN, May 1996, 150–62.

See "Advertising and Media"

Do Household Scanner Data Provide Representative Inferences From Brand Choices? A Comparison With Store Data, SACHIN GUPTA, PRADEEP CHINTAGUNTA, ANIL KAUL, and DICK R. WITTINK, November 1996, 383–98.

See "Market Analysis and Response"

The Effect of New Product Features on Brand Choice, STEPHEN M. NOWLIS and ITAMAR SIMONSON, February 1996, 36–46.

Companies often introduce new product features to differentiate their brands and gain a competitive advantage. The authors investigate factors that moderate the impact of a new features on brand choice. Building on two principles, *multiattribute diminishing sensitivity* and *performance uncertainty*, they propose that the characteristics of the products to which

new features are added are important determinants of the impact of these features on sales and market share. Specifically, in six studies, they show that a new feature adds greater value and increases the choice share of a brand more when the brand (1) has relatively inferior existing features, (2) is associated with lower (perceived) quality, (3) has a higher price, and (4) is both high-priced and high-quality. The results also suggest that the addition of a new feature reduces buyers' price sensitivity for low-quality but not for high-quality, brands and that multiattribute diminishing sensitivity is a more important moderator of the effect of new features than performance uncertainty. The authors discuss the theoretical and practical implications of the findings.

The Effect of Type of Elaboration on Advertisement Processing and Judgment, PRASHANT MALAVIYA, JOLITA KISIELIUS, and BRIAN STERNTHAL, November 1996, 410–21.
See "Advertising and Media"

The Importance of Utility Balance in Efficient Choice Designs, JOEL HUBER and KLAUS ZWERINA, August 1996, 307–17.
See "Statistical Methods"

Limited Choice Sets, Local Price Response, and Implied Measures of Price Competition, BART J. BRONNENBERG and WILFRIED R. VANHONACKER, May 1996, 163–74.

It is becoming increasingly evident that a consumer's brand choice decision in low-involvement categories does not involve full search, evaluation, and comparison of price information of all brands available at point of purchase (global price response). The authors propose a two-stage choice process in which the consumer first identifies a subset of brands within the universal set of brands called the *choice set* and then evaluates only those brands that are in the choice set relative to one another to select a single brand. The authors find that, consistent with reports of the extent of external price search of consumers, response to shelf price variations is limited to the brands in the choice set (local price response). Their results indicate that employing the assumption of global price response may lead to biased estimates of price elasticity and derived measures of clout and vulnerability. To enable a managerially meaningful and useful assessment of a brand's competitive clout and vulnerability, the authors provide a brand-level approach to integrate local price response into the derivation of these measures.

Measuring the Dynamic Effects of Promotions on Brand Choice, PURUSHOTTAM PAPATLA and LAKSHMAN KRISHNAMURTHI, February 1996, 20–36.
See "Promotion"

Modeling Consumer Choice Among SKUs, PETER S. FADER and BRUCE G. S. HARDIE, November 1996, 442–52.

Most choice models in marketing implicitly assume that the fundamental unit of analysis is the brand. In reality, however, many more of the decisions made by consumers, manufacturers, and retailers occur at the level of the stock-keeping unit (SKU). The authors address a variety of issues involved in defining and using SKUs in a choice model, as well as the unique benefits that arise from doing so. They discuss how a set of discrete attributes (e.g., brand name, package size, type) can be used to characterize a large set of SKUs in a parsimonious manner. They postulate that consumers do not form preferences for each individual SKU, per se, but instead evaluate the underlying attributes that describe each item. The model is shown to be substantially superior to a more traditional framework that does not emphasize the complete use of SKU attribute information. Their analysis also highlights several other benefits associated with the proposed modeling approach, such as the ability to forecast sales for imitative line extensions that enter the market in a future period. Other implications and extensions also are discussed.

Why Switch? Product Category–Level Explanations for True Variety-Seeking Behavior, HANS C.M. VAN TRIJP, WAYNE D. HOYER, and J. JEFFREY INMAN, August 1996, 281–92.

The authors address two key issues that have received inadequate attention in the choice behavior literature on variety seeking. First, they explicitly separate true variety-seeking behavior (i.e., intrinsically motivated)) from derived varied behavior (i.e., extrinsically motivated). Second, they hypothesize variety-seeking behavior to be a function of the individual difference characteristic of need for variety and product category–level characteristics that interact to determine the situations in which variety seeking is more likely to occur relative to repeat purchasing and derived varied behavior. The authors test their hypotheses in a field study of Dutch consumers, which assesses both the intensity of brand switching and the underlying motives for their switching behavior. Results support the importance of isolating variety switches from derived switches and of considering product category–level factors as an explanation for the occurrence of variety-seeking behavior.

BRAND MANAGEMENT

Branded Variants: A Retail Perspective, MARK BERGEN, SHANTANU DUTTA, and STEVEN M. SHUGAN, February 1996, 9–19.

Manufacturers frequently offer myriad variations of a branded product. In many cases, manufacturers have tens to hundreds of models. Seiko wrist watches, for example, may come with difference bands, chimes, and special features. The authors call these variations *branded variants* and suggest that manufacturers offer branded variants for the benefit of their most direct customers—retailers. With branded variants, a consumer must remember, evaluate, and process a wider variety of product features to make comparisons across variants and retail outlets. The authors suggest that as branded variants increase, some consumers experience an increased cost of shopping for a branded product across retail stores. Consequently, fewer consumers shop across retail stores. This reduced shopping translates into reduced competition across retail stores, which encourages (1) more retailers to carry a branded product and (2) retailers to supply that branded product with more retail service support. The authors use data from three retailers across 14 product categories to demonstrate that a branded product with more variants often has greater retail availability and higher levels of retail service.

Competitive-Component Analysis: A New Approach to Calibrating Asymmetric Market-Share Models, LEE G. COOPER, DANIEL KLAPPER, and AKIHIRO INOUE, May 1996, 224–38.
See "Statistical Methods"

Composite Branding Alliances: An Investigation of Extension and Feedback Effects, C. WHAN PARK, SUNG YOUL JUN, and ALLAN D. SHOCKER, November 1996, 453–66.
See "Brand Evaluation and Choice"

In Search of the Marketing Imagination: Factors Affecting the Creativity of Marketing Programs for Mature Products, JONLEE ANDREWS and DANIEL C. SMITH, MAY 1996, 174–87.
See "Managerial Judgment and Decision Aids"

A Model of How Discounting High-Priced Brands Affects the Sales of Low-Priced Brands, RAJ SETHURAMAN, November 1996, 399–409.
See "Promotion"

Modeling Consumer Choice Among SKUs, PETER S. FADER and BRUCE G. S. HARDIE, November 1996, 442–52.
See "Brand Evaluation and Choice"

BUSINESS-TO-BUSINESS MARKETING

Controlling Supplier Opportunism in Industrial Relationships, RODNEY L. STUMP and JAN B. HEIDE, November 1996, 431–41.
See "Channels of Distribution"

CHANNELS OF DISTRIBUTION

Branded Variants: A Retail Perspective, MARK BERGEN, SHANTANU DUTTA, and STEVEN M. SHUGAN, February 1996, 9–19.
See "Brand Management"

Controlling Supplier Opportunism in Industrial Relationships, RODNEY L. STUMP and JAN B. HEIDE, November 1996, 431–41.

The recent marketing literature reflects a growing interest in relationship management issues. In particular, several recent studies have drawn on transaction cost and agency theory to examine how interfirm relationships are organized. The general premise is that explicit control mechanisms must be deployed in a relationship to manage a partner's potential opportunism. Although previous research has shown that different mechanisms can be used, the tendency has been to examine individual mechanisms in isolation. The authors develop hypotheses about interdependencies between different control mechanisms. They also identify some of the contextual factors that influence their use. The framework is tested empirically by examining how chemical manufacturers organize their supplier relationships. The results generally support the hypothesis that firms' choices among control mechanisms are influenced by contextual

factors. Only limited support is found for the hypothesis that interdependencies exist between different mechanisms.

Outcome-Based and Behavior-Based Coordination Efforts in Channel Relationships, KIRTI SAWHNEY CELLY and GARY L. FRAZIER, May 1996, 200–210.

Supplier personnel often emphasize outcomes and behaviors in personal communications with distributors, thereby signaling important product-market objectives and advocating specific distributor actions. The authors' purpose is to enhance the understanding of outcome- and behavior-based coordination efforts of supplier personnel in relationship with distributors to test the conceptual framework. Empirical results suggest that a supplier's use of such coordination efforts is affected by environmental uncertainty, supplier familiarity with distributor markets, supplier replaceability, and supplier resource constraints, as well as by distributor experience and distributor value added.

CONSUMER BEHAVIOR

Composite Branding Alliances: An Investigation of Extension and Feedback Effects, C. WHAN PARK, SUNG YOUL JUN, and ALLAN D. SHOCKER, November 1996, 453–66.
See "Brand Evaluation and Choice"

Do Consumers Overgeneralize One-Sided Comparative Price Claims, and Are More Stringent Regulations Needed? CORNELIA PECHMANN, May 1996, 150–62.
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The Effect of New Product Features on Brand Choice, STEPHEN M. NOWLIS and ITAMAR SIMONSON, February 1996, 36–46.
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The Effect of Type of Elaboration on Advertisement Processing and Judgment, PRASHANT MALAVIYA, JOLITA KISIELIUS, and BRIAN STERNTHAL, November 1996, 410–21.
See "Advertising and Media"

Guest Editorial: Addressing Disturbing and Disturbed Behavior: Is It Necessary to Change the Way We Conduct Behavioral Science? RICHARD E. PETTY and JOHN T. CACIOPPO, February 1996, 1–8.
See "Editorials"

An Investigation of the Mediational Mechanisms Underlying Attitudinal Conditioning, JOHN KIM, CHRIS T. ALLEN, and FRANK R. KARDES, August 1996, 318–28.
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Why Switch? Product Category–Level Explanations for True Variety-Seeking Behavior, HANS C.M. VAN TRIJP, WAYNE D. HOYER, and J. JEFFREY INMAN, August 1996, 281–92.
See "Brand Evaluation and Choice"

EDITORIALS

Guest Editorial: Addressing Disturbing and Disturbed Behavior: Is It Necessary to Change the Way We Conduct Behavioral Science? RICHARD E. PETTY and JOHN T. CACIOPPO, February1996, 1–8.

Guest Editorial: Competition and Game Theory, R. PRESTON McAFEE and JOHN McMILLAN, August 1996, 263–67.

Guest Editorial: Integrative Research in Marketing and Operations Management, UDAY S. KARMARKAR, May 1996, 125–33.

FORECASTING

Reflections on "A Meta-Analysis of Applications of Diffusion Models," FAREENA SULTAN, JOHN U. FARLEY, and DONALD R. LEHMANN, May 1996, 247–49.
See "New Product Development and Launch"

MANAGERIAL JUDGMENT AND DECISION AIDS

Competitor Orientation: Effects of Objectives and Information on Managerial Decisions and Profitability, J. SCOTT ARMSTRONG and FRED COLLOPY, May 1996, 188–99.
See "Strategy and Planning"

In Search of the Marketing Imagination: Factors Affecting the Creativity of Marketing Programs for Mature Products, JONLEE ANDREWS and DANIEL C. SMITH, May 1996, 174–87.

The profitability of established products is affected greatly by the extent to which they are meaningfully differentiated from competing alternatives. Maintaining meaningful differentiation, in turn, is facilitated by ongoing development of creative marketing programs. Although marketplace observation reveals a general lack of creativity in the way established products are marketed, some product managers are able to devise creative marketing programs for their products. The authors test hypotheses concerning the effects of individual (i.e., product manager) and situation (i.e., planning process) characteristics on marketing program creativity. The findings reveal that marketing program creativity is a function of individual problem-solving inputs (e.g., knowledge of the marketing environment, diversity of experience, diversity of education), motivational factors (e.g., intrinsic motivation, risk taking), and situational factors (e.g., planning process formalization, interaction with others, time pressure).

Internal Customers and Internal Suppliers, JOHN R. HAUSER, DUNCAN I. SIMESTER, and BIRGER WERNERFELT, August 1996, 268–80.
See "Strategy and Planning"

Modeling Individual Preference Evolution and Choice in a Dynamic Group Setting, MURALI CHANDRASHEKARAN, BETH A. WALKER, JAMES C. WARD, and PETER H. REINGEN, May 1996, 211–23.

Organizational buying and strategic marketing decisions often emerge from a messy process of belief accommodation and compromise. In a longitudinal field study, the authors investigate how the beliefs and preferences of individual actors in a collective decision developed and changed. This provides a rare opportunity to relate beliefs and social influence to articulated preferences, as well as to evaluate the basic assumptions that underlie persuasive arguments theory, a prominent theory of group polarization. Econometric models are employed to test proposed relationships between group processes and outcomes. A model incorporating both cognitive and social process variables accurately predicts 95% of the actors' top choices. The authors provide new insights for understanding the dynamics underlying group polarization and exploring group processes in marketing.

MARKET ANALYSIS AND RESPONSE

A Bayesian Approach for Estimating Target Market Potential With Limited Geodemographic Information, DANIEL S. PUTLER, KIRTHI KALYANAM, and JAMES S. HODGES, May 1996, 134–49.

The authors develop a Bayesian approach for inferring the joint distribution of several demographic variables when only information about the marginal distribution of each variable is known and when there is prior information about the correlation between the variables. Using public domain U.S. Census Bureau geodemographic data for Sioux Falls and the state of South Dakota, they apply the approach to four specific marketing problems, two involving direct mail advertising campaigns and two involving the location of a retail site. The empirical applications illustrate the serious bias that results from the assumption that the demographic variables are independent of each other. Overall, the Bayesian approach recovers the underlying joint distribution of the variables of interest well and is unique in its ability to provide a measure of uncertainty about the resulting estimates. Hypothesis testing and the construction of confidence intervals are illustrated in the context of a retail site location application. The results of a Monte Carlo experiment indicate that the Bayesian approach recovers joint densities under a variety of conditions in a robust manner.

Building Market Structures From Consumer Preferences, LEE G. COOPER and AKIHIRO INOUE, August 1996, 293–306.

The authors present a model that maps competitive market structures by identifying the preference structure of each consumer segment. By marrying two different data types—switching probabilities and attribute ratings—their model divides a market into several homogeneous submarkets in which consumers consider a distinctive subset of brands (consideration set of competitive group) with a segment-specific rule for attribute evaluations and a segment-specific ideal point. Using data published in Harshman and colleagues' (1982) work, the authors examine the U.S. car market and find brand-loyal segments for all car types except those favored by first-time buyers, a universal market, and five switching segments that consider car groups differing the nation of origin, size, and luxury level. Breaking the switching segment into finer partitions gives a

better account of the data than the Colombo-Morrison model or an asymmetric generalization of that model. The authors advocate the development of marketing goals with respect to each of the segment maps in the hope that it will lead to more synergistic marketing strategies for brands encountering multifaceted competition.

Competitive-Component Analysis: A New Approach to Calibrating Asymmetric Market-Share Models, LEE G. COOPER, DANIEL KLAPPER, and AKIHIRO INOUE, May 1996, 224–38.
See "Statistical Methods"

Do Household Scanner Data Provide Representative Inferences From Brand Choices? A Comparison With Store Data, SACHIN GUPTA, PRADEEP CHINTAGUNTA, ANIL KAUL, and DICK R. WITTINK, November 1996, 383–98.
The authors investigate whether household scanner data provide representative inferences about brand choice behavior. They show tne (analytical) equivalence of the homogeneous brand choice logit and the multinomial store sales models. Then, they determine how results for the homogeneous logit model estimated with actual household data deviate from results for the multinomial model estimated with actual store data from the same community. They also perform this comparison using model specifications that provide average estimated parameters while accommodating unobserved household heterogeneity. The authors find statistical support for the hypothesis that panelist households are not representative, whether household heterogeneity is or is not accommodated. Substantively, however, the average estimated price elasticities are close for the household and store data analyzed, if the household data are selected on the basis of purchase selection. An alternative selection procedure, called *household selection*, which is used for the analysis of complete household purchase records, provides results that strongly differ from the purchase selection results.

Joint Segmentation on Distinct Interdependent Bases With Categorical Data, VENKATRAM RAMASWAMY, RABIKAR CHATTERJEE, and STEVEN H. COHEN, August 1996, 337–50.
See "Statistical Methods"

Metric Conjoint Segmentation Methods: A Monte Carlo Comparison, MARCO VRIENS, MICHEL WEDEL, and TOM WILMS, February 1996, 73–85.
See "Statistical Methods"

Modifying Cluster-Based Segments to Enhance Agreement With an Exogenous Response Variable, ABBA M. KRIEGER and PAUL E. GREEN, August 1996, 351–63.
See "Statistical Methods"

MEASUREMENT

Do Household Scanner Data Provide Representative Inferences From Brand Choices? A Comparison With Store Data, SACHIN GUPTA, PRADEEP CHINTAGUNTA, ANIL KAUL, and DICK R. WITTINK, November 1996, 383–98.
See "Market Analysis and Response"

Hispanic and Anglo Interviewer and Respondent Ethnicity and Gender: The Impact on Survey Response Quality, CYNTHIA WEBSTER, February 1996, 62–72.
See "Survey Design"

The Importance of Utility Balance in Efficient Choice Designs, JOEL HUBER and KLAUS ZWERINA, August 1996, 307–17.
See "Statistical Methods"

NEW PRODUCT DEVELOPMENT AND LAUNCH

Consideration Sets in Conjoint Analysis, KAMEL JEDIDI, RAJEEV KOHLI, and WAYNE S. DESARBO, August 1996, 364–72.
See "Statistical Methods"

Guest Editorial: Integrative Research in Marketing and Operations Management, UDAY S. KARMARKAR, May 1996, 125–33.
See "Editorials"

Reflections on "A Meta-Analysis of Applications of Diffusion Models," FAREENA SULTAN, JOHN U. FARLEY, and DONALD R. LEHMANN, May 1996, 247–49.
The authors reflect on their 1990 article, which won the 1995 William F. O'Dell Award, and the past and future trends in studies of diffusion and of empirical generalization.

Using Demonstration to Increase New Product Acceptance: Controlling Demonstration Time, AMIR HEIMAN and EITAN MULLER, November 1996, 422–30.
See "Selling"

PRICING

Limited Choice Sets, Local Price Response, and Implied Measures of Price Competition, BART J. BRONNENBERG and WILFRIED R. VANHONACKER, May 1996, 163–73.
See "Brand Evaluation and Choice"

A Model of How Discounting High-Priced Brands Affects the Sales of Low-Priced Brands, RAJ SETHURAMAN, November 1996, 399–409.
See "Promotion"

Pricing a Bundle of Products or Services: The Case of Nonprofits, ASIM ANSARI, S. SIDDARTH, and CHARLES WEINBERG, February 1996, 86–93.
The authors determine the optimal number of items to be included in a service bundle for a profit-maximizing firm that uses pure components, pure bundling, or mixed bundling strategies. When applied to Venkatesh and Mahajan's (1993) data, the number of events held is shown to have a substantial impact on firm profits. The authors also study the pricing strategies of a nonprofit organization that seeks to maximize usage subject ot a nondeficit constraint. Using the same data, the authors show that compared to a profit maximizing firm, a usage-maximizing nonprofit organization (1) charges lower prices, (2) holds more events, and () takes fixed costs into account in setting prices. For the distributions considered by Venkatesh and Mahajan (1993), there is a reversal in the order of preferred strategies, with the pure-bundling strategy dominating the single ticket strategy, though mixed bundling is still the most preferred strategy. In addition, the authors find that attendance is *not* maximized by offering the greatest possible number events. The effects of alternative objective functions, such as surplus maximization, and additional bundling policies (adding bundles consisting only some of the events scheduled) are also examined.

PROMOTION

Measuring the Dynamic Effects of Promotions on Brand Choice, PURUSHOTTAM PAPATLA and LAKSHMAN KRISHNAMURTHI, February 1996, 20–36.
Promotions are being used with increasing frequency by manufacturers facing highly competitive markets, which is causing concern among some marketers who feel that frequent promotions can hurt a brand. Nevertheless, there is little empirical evidence to either support or dispel such fears. To fill this gap in the literature, the authors propose a brand choice model that provides an estimate of the dynamic effects of promotions on loyalty to the brand and customers' sensitivity to the price of the brand, and measures whether promotional purchases reinforce or reduce subsequent response to similar promotions. They estimate a random effects heteroskedastic covariance probit time-varying parameter model on household scanner panel data from the liquid detergent category. Their results indicate that increased purchases using coupons erode brand loyalty and increase price sensitivity. In addition, the authors find that the effect of features and displays on brand choice is reinforced by prior feature and display purchases, respectively, as well as by feature and display purchases associated with price cuts. Future research directions are also discussed.

A Model of How Discounting High-Priced Brands Affects the Sales of Low-Priced Brands, RAJ SETHURAMAN, November 1996, 399–409.
Drawing on a consumer preference distribution structure postulated in analytical modeling research, the author develops a Separate Effects Model that separates the total discount effect of a competing high-priced brand on the sales of the focal low-priced brand into discount effect in the region where price of the competing brand is (1) above the price of the focal brand, (2) equal to the price of the focal brand, and (3) below the price of the focal brand. The author applies the model to store-level data on fabric softener and illustrates the steps involved in the estimation and usefulness of model results. In particular, he shows that the Separate Effects Model can (1) identify the source of the discount effect observed

in the conventional model, (2) uncover discount effects not detected in the conventional model, and (3) guide managers' decisions related to discount sizes and provide some insights about brand strength. An interesting substantive finding from the empirical analysis is that the leading national brand can draw sales from competing brands without reducing its price below the price of the other brands.

SELLING

Efficient Marketing Communication: Helping the Customer Learn, BIRGER WERNERFELT, May 1996, 239–46.

The author proposes that firms should treat customers as partners when they make decisions about marketing communication. The proposal is defended by a claim that for many firms this would help maximize long-term profits. This is supported on two grounds: First, with competition or repeated trade, it may be roughly consistent with literal profit maximization; and second, compared with profit maximization, it is more operational and less conducive to "short-termism."

Using Demonstration to Increase New Product Acceptance: Controlling Demonstration Time, AMIR HEIMAN and EITAN MULLER, November 1996, 422–30.

One of the major ways that manufacturers decrease the uncertainty that is involved in making a choice between competing brands of experience goods is through demonstrations of their new products. The authors investigate the issue of the length of a demonstration and, in particular, provide answers to the following three questions: What is the optimal length of a demonstration? Does the optimal length vary between different products? Does the optimal length vary between different consumers? They analyze 225 cases from the motor vehicle industry and 46 cases from the computer industry with regard to number and length of demonstrations offered and relate the findings to their theoretical model. The empirical results yield strong support for their theory. They also find that most firms offered a longer demonstration than needed and failed to use an appropriate segmentation technique for optimizing the demonstration with respect to different consumer groups.

STATISTICAL METHODS

A Bayesian Approach for Estimating Target Market Potential With Limited Geodemographic Information, DANIEL S. PUTLER, KIRTHI KALYANAM, and JAMES S. HODGES, May 1996, 134–49.

See "Marketing Analysis and Response"

Building Market Structures From Consumer Preferences, LEE G. COOPER and AKIHIRO INOUE, August 1996, 293–306.

See "Marketing Analysis and Response"

Competitive-Component Analysis: A New Approach to Calibrating Asymmetric Market-Share Models, LEE G. COOPER, DANIEL KLAPPER, and AKIHIRO INOUE, May 1996, 224–38.

Managers are unlikely to keep current with advanced developments in market-response analysis, and technical analysts often lack the marketplace knowledge of the many product categories they must track through syndicated data; this is a recipe for bad decisions. The authors present methods based on three-mode factor analysis and multivariate regression that can help both analysts and managers make better decisions regarding whether UPCs should be aggregated into brand units and, if so, how should the aggregation be done; which marketing instruments to track; and how to disentangle correlated promotional strategies. The practicality of this approach is demonstrated by an application to UPC-level data (25 UPCs, seven marketing instruments, 156 weeks). In this example, to aggregate UPCs within a manufacturer into brand units would distort the relations between the marketing instruments and market responses. A multivariate regression from the competitive-component scores provides a methodologically sound and practical method for calibrating market response in such cases.

Consideration Sets in Conjoint Analysis, KAMEL JEDIDI, RAJEEV KOHLI, and WAYNE S. DESARBO, August 1996, 364–72.

The authors model product consideration as preceding choice in a segment-level conjoint model. They propose a latent-class tobit model to estimate cardinal, segment-level preference functions based on consumers' preference ratings for product concepts considered worth adding to consumers' self-explicated consideration sets. The probability with which the utility of a product profile exceeds an unobserved threshold corresponds to its consideration probability, which is assumed to be independent across product profiles and common to consumers in a segment. A market-share simulation compares the predictions of the proposed model with those obtained from an individual-level tobit model and from traditional ratings-based conjoint analysis. The authors also report simulations that assess the robustness of the proposed estimation procedures, which uses an E-M algorithm to obtain maximum likelihood parameter estimates.

Flexible Purchase Frequency Modeling, PATRICK L. BROCKETT, LINDA L. GOLDEN, and HARRY H. PANJER, February 1996, 94–107.

The authors present a general framework for purchase frequency modeling that enables flexible fitting and convenient computation. Their easily described purchase frequency distributions subsume many previous models and provide a connection between mixed Poisson models. These distributions provide simple parametric equations for individual-level prediction of second-period purchase frequency based on observed first-period purchase frequencies. The results are applied to four marketing panel data sets.

The Importance of Utility Balance in Efficient Choice Designs, JOEL HUBER and KLAUS ZWERINA, August 1996, 307–17.

Choice designs traditionally have been built under the assumption that all coefficients are zero. The authors show that if there are reasonable nonzero priors for expected coefficient, then these can be used to generate more statistically efficient choice designs, because the alternatives in their choice sets are balanced in utility—they have more similar choice probabilities. The authors demonstrate that the appropriate measure of choice design efficiency requires probability centering and weighting of the rows of the design matrix, and they illustrate how this criterion enables the analyst to appropriately trade off utility balance against three other principles: orthogonality, level balance, and minimal overlap. Two methods, swapping and relabeling attribute levels, provide complementary ways to increase the utility balance of choice designs. The authors apply a process for generating utility-balanced designs to five difference choice designs and show that it reduces by 10–50% the number of respondents needed to achieve a specific error level around the parameters. A sensitivity analysis reveals that these gains are diminished, but still substantial, despite strong misspecifications of prior parameter estimates.

Joint Segmentation on Distinct Interdependent Bases With Categorical Data, VENKATRAM RAMASWAMY, RABIKAR CHATTERJEE, and STEVEN H. COHEN, August 1996, 337–50.

The authors discuss a latent class framework for market segmentation with categorical data on two conceptually distinct but possibly interdependent bases for segmentation (e.g., benefits sought and usage of products and services). The joint latent segmentation model explicitly considers potential interdependence between the bases at the segment level by specifying the joint distribution of latent classes over the two bases, while simultaneously extracting segments on each distinct basis. An EM algorithm is used to estimate the model parameters. The authors present an empirical application, using pick-any data collected by a regional bank on two popular, conceptually appealing, and interdependent bases for segmenting customers of financial services—benefits (i.e., desired financial goals) and product usage (of an array of banking services). A comparative evaluation of the approach on synthetic data demonstrates the ability of the modeling framework to detect and estimate the interdependence structure underlying the two segmentation bases and thereby provide more accurate segmentation than "traditional" (single-basis) latent segmentation methods.

Measuring the Dynamic Effects of Promotions on Brand Choice, PURUSHOTTAM PAPATLA and LAKSHMAN KRISHNAMURTHI, February 1996, 20–36.

See "Promotion"

Metric Conjoint Segmentation Methods: A Monte Carlo Comparison, MARCO VRIENS, MICHEL WEDEL, and TOM WILMS, February 1996, 73–85.

The authors compare nine metric conjoint segmentation methods. Four methods concern two-stage procedures in which the estimation of conjoint models and the partitioning of the sample are performed separately; in five the estimation and segmentation stages are integrated. The methods are compared conceptually and empirically in a Monte Carlo study. The empirical comparison pertains to measures that assess parameter recovery, goodness-of-fit, and predictive accuracy. Most of the integrated conjoint segmentation methods outperform the two-stage clus-

tering procedures under the conditions specified, in which a latent class procedure performs best. However, differences in predictive accuracy were small. The effects of degrees of freedom for error and the number of respondents were considerably smaller than those of number segments, error variance, and within-segment heterogeneity.

Modifying Cluster-Based Segments to Enhance Agreement With an Exogenous Response Variable, ABBA M. KRIEGER and PAUL E. GREEN, August 1996, 351–63.

K-means clustering programs are frequently used to group buyers into market segments. Segment members exhibit similar background profiles, based on such characteristics as psychographics, benefits seeking, conjoint-based partworths, and so on. In addition, researchers also may use data on one or more exogenous variables for the same respondents. The authors describe and apply an algorithm for systematically modifying the original K-means segmentation to enhance prediction of an exogenous variable (either continuous or categorical). The modification is designed to respect a user-specified constraint on the permissible percentage decrease in the initial partition's ratio of among-groups sums of squares to total-groups sums of squares. The authors compare this approach with models drawn from the highly popular clusterwise regression literature.

STRATEGY AND PLANNING

Competitor Orientation: Effects of Objectives and Information on Managerial Decisions and Profitability, J. SCOTT ARMSTRONG and FRED COLLOPY, May 1996, 188–99.

Managers are often advised, "beat your competitors," which sometimes contrasts with the advice, "do the best for your firm." This may lead managers to focus on comparative measures such as market share. Drawing on game theory, the authors hypothesize that managers are competitor oriented under certain conditions, in particular, when they are provided with information about competitors' performance. Empirical studies lead to the additional hypothesis that a competitor orientation is detrimental to performance. To examine these hypotheses, the authors conduct two studies. The first is a laboratory study in which 1016 subjects made pricing decisions. When information about the competitor's profits was provided, over 40% of the subjects were willing to sacrifice part of their company's profits to beat or harm the competitor. Such competitor-oriented behavior occurred across a variety of treatments. The second is a field study used to examine the performance over a half-century of 20 large U.S. firms with differing objectives. Firms with competitor-oriented (market share) objectives were less profitable and less likely to survive than those whose objectives were directly oriented to profits.

Controlling for Observed and Unobserved Managerial Skills in Determining First-Mover Market Share Advantages, B.P.S. MURTHI, KANNAN SRINIVASAN, and GURUMURTHY KALYANARAM, August 1996, 329–36.

Empirical research on pioneering advantage establishes a strong association between pioneering and market share. Researchers, however, suggest that managerial skills may account for the relationship and underscore the need to control for such skills. The authors develop efficiency measures to represent a firm's managerial skills, employing the data envelopment analysis framework as well as a regression-based approach. Furthermore, they account for unobserved, firm-specific factors for observed and unobserved managerial skills, they reexamine the impact of pioneering on market share and find that it is robust even after they control for managerial skills.

Guest Editorial: Competition and Game Theory, R. PRESTON McAFEE and JOHN McMILLAN, August 1996, 263–67.

See "Editorials"

Internal Customers and Internal Suppliers, JOHN R. HAUSER, DUNCAN I. SIMESTER, and BIRGER WERNERFELT, August 1996, 268–80.

To push a customer and market orientation deep into the organization, many firms have adopted systems by which internal customers evaluate internal suppliers. The internal supplier receives a larger bonus for a higher evaluation. The authors examine two internal customer–internal supplier incentive systems. In one system, the internal customer provides the evaluation implicitly by selecting the percentage of its bonus that is based on market outcomes (e.g., a combination of net sales and customer satisfaction if these measures ca be tied to incremental profits). The internal supplier's reward is based on the percentage that the internal customer chooses. In the second system, the internal customer selects target market outcomes, and the internal supplier is rewarded on the basis of the target. In each incentive system, some risk is transferred from the firm to the employees, and the firm must pay for this; but in return, the firm need not observe either the internal supplier's or the internal customer's actions. The incentive systems are robust even if the firm guesses wrongly about what employees perceive as costly and about how employee actions affect profit. The authors discuss how these systems relate to internal customer satisfaction systems and profit centers.

Market Intelligence Dissemination Across Functional Boundaries, ELLIOT MALTZ and AJAY K. KOHLI, February 1996, 47–61.

The authors extend previous research by examining antecedents and consequences of the market intelligence dissemination process across functional boundaries. Their study, involving 788 nonmarketing managers in high-tech equipment manufacturing companies, suggests that both dissemination frequency and formality have nonlinear effects on perceived intelligence quality. In addition, they find evidence of *mere formality effect*; that is, intelligence received through formal channels appears to be used more than that obtained through informal channels. The authors also find that the frequency with which market intelligence is disseminated is related to interfunctional distance, joint customer visits, senders' positional power, a receiver's organizational commitment, and trust in a sender. Additionally they find the formality of the dissemination process is shaped by interfunctional distance, receivers' trust in senders, and structural flux. Interestingly, the effects of *internal environmental volatility* (i.e., structural flux) appear to be different from those of *external environmental volatility* (i.e., market dynamism). For example, structural flux is found to affect dissemination formality, but not frequency, whereas the opposite is true for market dynamism.

SURVEY DESIGN

Fax Surveys: Return Patterns and Comparison With Mail Surveys, JOHN P. DICKSON and DOUGLAS L. MacLACHLAN, February 1996, 108–13.

The authors investigate response patterns to fax surveys in comparison with mail surveys and explore the relative advantages and disadvantages of the two methods. The results of two studies show that the answers to questions sent by fax were comparable to those received by mail, but they were received more quickly and in greater numbers. For many types of surveys that otherwise would have used mail, using fax machines can yield higher returns at lower cost per returned questionnaire.

Hispanic and Anglo Interviewer and Respondent Ethnicity and Gender: The Impact on Survey Response Quality, CYNTHIA WEBSTER, February 1996, 62–72.

The author applies a hierarchical regression model to analyze the simultaneous effects of Hispanic and Anglo interviewer and respondent ethnicity and gender on response quality in survey research. Although few significant main effects were found, response quality was affected significantly by interaction effects of respondent and interviewer ethnicity and gender. For the most part, ethnically homophilous and gender-heterophilous interviews generate the highest response quality. Both Hispanic and Anglo respondents deferred to an interviewer of a different ethnic background when queries about the interviewer's culture, but not when asked noncultural, albeit sensitive, questions.

TRADING RELATIONSHIPS

Controlling Supplier Opportunism in Industrial Relationships, RODNEY L. STUMP and JAN B. HEIDE, November 1996, 431–41.

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Statmost Statistical Package, Version 2.5 for Windows, February 1996, 122–24 (A. Dwayne Ball and Charles G. Lamb).

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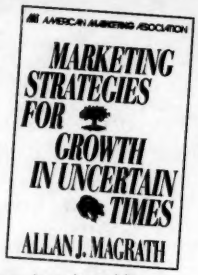

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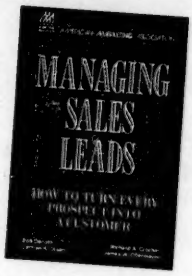

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ADVERTISING AND MEDIA

Advertising Strategies in a Dynamic Oligopoly, GARY M. ERICKSON, May 1995, 233–37.

The author uses a dynamic model of oligopolistic advertising competition, in which competitors are assumed to make a series of single-period advertising decisions with salvage values attached to achieved sales in each period, as the foundation for empirical analysis of the competitive situation involving the three largest ready-to-eat cereal manufacturers, Kellogg's, General Mills, and the Post Division of Philip Morris' General Foods. The primary insight of the author's empirical analysis is that General Mills places a higher future value on achieved sales than do the other competitors in the market.

Advertising's Impact on Category Substitution, BRIAN WANSINK, November 1994, 505–15.

Mature brand use can be increased by encouraging people to substitute it in situations for which it is not normally used. They are most likely to do so if they perceive the target product as neither too similar to nor dissimilar from the product it is replacing. In study 1, the author shows that ads are most likely to change usage attitudes by either (1) advertising common attributes when the comparison product is dissimilar or (2) advertising distinct attributes when the comparison product is similar. In study 2, replicating the design of study 1, the author demonstrates that ads that have a positive impact on usage attitudes toward the target product can have a corresponding negative impact on usage attitudes toward the comparison product. Hence, the effectiveness of an expansion advertising campaign depends on its positive impact on the target product and its negative impact on the comparison product.

Consumer Involvement and Deception from Implied Advertising Claims, GITA VENKATARAMANI JOHAR, August 1995, 267–79.

Results from Experiment 1 reveal that consumers highly involved in processing an advertisement are likely to make invalid inferences from incomplete-comparison claims at the time of processing and, hence, be deceived. Less involved consumers may be induced to complete such claims at the time of measurement, which makes it appear that they also were deceived by the advertisement. Experiment 2 then demonstrates that deception depends on the processing demands of the advertising claim. Only less involved consumers are deceived by inconspicuous-qualification claims, which require detailed processing of the advertisement for non-deception. The author discusses the implications of these findings for advertisers and public policy.

Do Consumers Overgeneralize One-Sided Comparative Price Claims, and Are More Stringent Regulations Needed? CORNELIA PECHMANN, May 1996, 150–62.

The Federal Trade Commission seems to be moving toward more stringent regulations that would disallow certain omissions in one-sided comparative ad claims. The changes would address long-stranding concerns that such claims erroneously imply that the advertised brand is superior, not only on the featured attribute, but also on omitted and seemingly related attributes. The author substantiates such concerns: Subjects who saw comparative price claims mistakenly inferred that the advertised brand was *least expensive overall* and made suboptimal choices, though they could have found the omitted prices. As predicted, subjects were most likely to overgeneralize the most reliable-looking and informative claim—the one that (1) named the targeted competitor and (2) specified the savings amount. In addition, a disclosure was ineffective. The author concludes with recommendations for limited added regulations.

The Effect of Type of Elaboration on Advertisement Processing and Judgment, PRASHANT MALAVIYA, JOLITA KISIELIUS, and BRIAN STERNTHAL, November 1996, 410–21.

The authors examine the effect of type of elaboration on information processing and product judgments. Research participants were shown print advertisements promoting a camera in which the pictorial material depicted either product features mentioned in the copy (attribute-focused condition) or people, objects, or usage occasions captured by the camera (image-focused condition). These advertisements were presented in the context of advertisements for competing brands of cameras or for products in categories unrelated to cameras. When the context was composed of competing cameras, the attribute-focused advertisement resulted in more favorable target camera judgments than did the image-focused advertisement, whereas when products unrelated to cameras served as the context, the image-focused advertisement prompted more favorable judgments. These results are interpreted as evidence that product judgments are more favorable when an advertising message receives two types of elaboration, item-specific and relational, than when only one of these types of elaboration is dominant.

The Effects of Advertising on Brand Switching and Repeat Purchasing, JOHN DEIGHTON, CAROLINE M. HENDERSON, and SCOTT A. NESLIN, February 1994, 28–43.

The authors examine switching and repeat purchase effects of advertising in mature, frequently purchased product categories. They draw on consumer behavior theories of framing and usage dominance to formulate a logit choice model for measuring these effects. They estimate the model using single-source scanner data. Their results suggest that advertising induces brand switching but does not affect the repeat purchase rates of consumers who have just purchased the brand, a result consistent with usage dominance rather than framing. They find the switching influence to be largely confined between the current and previous purchase occasions. They illustrate the magnitude of this effect and explore potential profitability.

The Effects of Brand Extensions on Market Share and Advertising Efficiency, DANIEL C. SMITH and C. WHAN PARK, August 1992, 290–313.

See "Strategy and Planning"

The Effects of Length, Content, and Repetition on Television Commercial Effectiveness, SURENDRA N. SINGH and CATHERINE A. COLE, February 1993, 91–104.

Many advertisers have argued that 15-second television commercials (:15s) should be used only to reinforce effects created by longer commercials. However, this recommendation is based on studies that have several weaknesses, including use of single exposure levels, established commercials, and learning as the primary dependent variable. The authors report the findings of a laboratory experiment in which they compared the effectiveness of :15s and :30s by using novel commercials with different message appeals (informational vs. emotional), exposing subjects multiple times, and employing multiple dependent variables. They find that informational :15s are as effective as informational :30s in several situations and can be used as stand-alone units. They also show that emotional :30s are superior to emotional 15s in influencing a viewer's learning of brand name and attitude. The reasons for and the implications of these findings are considered.

Efficient Marketing Communication: Helping the Customer Learn, BIRGER WERNERFELT, May 1996, 239–46.

See "Selling"

Enhancing Memory of Television Commercials Through Message Spacing, SURENDRA N. SINGH, SANJAY MISHRA, NEELI BENDAPUDI, and DENISE LINVILLE, August 1994, 384–92.

Though advertising repetition is a frequently used marketing strategy, its effects are not well understood. The authors report findings from a laboratory experiment in which they investigated the effects of repeating a television commercial as a function of varying the message spacing or lag (i.e., the number of intervening commercials between two presentations of the target commercial) and the delay in memory measurement. In two different samples—younger and older adults—the results show a lag by measurement delay interaction. In general, the results show that in the long measurement delay condition, the recall of message contents was significantly higher with the long lag than with the short lag. However, the the short measurement delay condition, recall was significantly higher with the short lag than with the long lag. The results are explained by a variation of encoding variability theory. The implications of the findings for media planning and television advertising to older adults are discussed.

Getting an Angle in Advertising: The Effect of Camera Angle on Product Evaluations, JOAN MEYERS-LEVY and LAURA A. PERACCHIO, November 1992, 454–61.

Two studies explored how and why the camera angle used to photograph products in ads may affect viewers' product evaluations. The findings suggest that such camera angle effects are likely to emerge when viewers' motivation to process ad information is either low or moderate rather than high. When processing motivation was low, evaluations were most favorable when the viewer seemed to be looking up at the product, least favorable when he or she looked down at the product, and moderate when the product was at eye level. However, when processing motivation was moderate, eye-level shots produced the most favorable evaluations. The authors suggest that the use of different processing heuristics may be responsible for these camera angle effects.

How T.V. Advertising Works: A Meta-Analysis of 389 Real World Split Cable T.V. Advertising Experiments, LEONARD M. LODISH, MAGID ABRAHAM, STUART KALMENSON, JEANNE LIVELSBERGER, BETH LUBETKIN, BRUCE RICHARDSON, and MARY ELLEN STEVENS, M' '995, 125–39.

The authors analyze results of 389 BEHAVIORSCAN® matched house-hold, consumer panel, split cable, real world T.V. advertising weight, and copy tests. Additionally, study sponsors—packaged goods advertisers, T.V. networks, and advertising agencies—filled out questionnaires on 140 of the tests, which could test common beliefs about how T.V. advertising works, to evaluate strategic, media, and copy variables unavailable from the BEHAVIORSCAN® results. Although some of the variables did indeed identify T.V. advertising that positively affected sales, many of the variables did not differentiate among the sales effects of different advertising treatments. For example, increasing advertising budgets in relation to competitors does not increase sales in general. However, changing brand, copy, and media strategy in categories with many purchase occasions in which in-store merchandising is low increases the likelihood of T.V. advertising positively affecting sales. The authors' data do not show a strong relationship between standard recall and persuasion copy test measures and sales effectiveness. The data also suggest different variable formulations for choice and market response models that include advertising.

The Impact of Affective Reactions on Attitudes Toward the Advertisement and the Brand: A Step Toward Ecological Validity, CHRISTIAN M. DERBAIX, November 1995, 470–79.

The author investigates the impact of affective reactions elicited by television advertisements on two variables of major interest in advertising: attitude toward the advertisement (Aad) and postexposure brand attitude (A_{bp}). Previous research has suffered from using non-natural settings, verbal measures of affect, and unknown brands. The author's study avoids forced exposure, uses a real program in which real commercials for unknown and known brands were embedded, and interviews subjects after they have viewed all the commercials. Thus, it offers a more natural setting in which to examine whether previously established relations between affective reactions and Aad and attitude toward the brand (A_b) still hold. The author measures affective reactions through facial expressions, as well as classical verbal measures, and finds that the contribution of affective responses to Aad and A_{bp} is evident for verbal, but not facial, measures of affect. The impact of affective responses varies in a theoretically predictable way across familiar and unfamiliar brands, with the latter being more influenced by verbal affective reactions generated by the advertisement. The author presents several explanations for the results and offers issues for further research.

Integrating Information From Advertising and Trial: Processes and Effects on Consumer Response to Product Information, ROBERT E. SMITH, May 1993, 204–19.

See "Consumer Behavior"

An Investigation of the Mediationa Mechanisms Underlying Attitudinal Conditioning, JOHN KIM, CHRIS T. ALLEN, and FRANK R. KARDES, August 1996, 318–28.

The authors examine the two principal mechanisms that have been proposed as possible explanations for the effects of classical conditioning procedures in attitude-shaping applications. They report two experiments that test conditioning procedures for prompting inferential beliefs, versus transferring affect, as means to influencing brand attitudes. Both studies use an established empirical paradigm for shaping brand attitudes with pictures of visual images as the unconditioned stimuli. The results indicate that brand attitudes can be conditioned using both attractive images that promote direct affect transfer and descriptive visual images that promote inferential belief formation. These data suggest that conditioning procedures can produce multiple benefits when they are applied in selecting and arranging the nonverbal cues to be features in an advertising campaign.

Predicting When Two-Sided Ads Will Be More Effective Than One-Sided Ads: The Role of Correlational and Correspondent Inferences, CORNELIA PECHMANN, November 1992, 441–53.

Two-sided ads often are more credible than one-sided ads be cause they admit that the advertised brands have shortcomings. Findings about the effectiveness of such ads have been inconclusive, however, perhaps because a critical moderator has been ignored. The author found that a two-sided ad was more effective than one-sided ads only when negatively correlated (vs. uncorrelated) attributes were featured. The brand's unfavorable positioning on the negatively correlated secondary attribute per se (i.e., "correlational inferences"), as well as the advertiser's honesty (i.e., "correspondent inferences"), jointly enhanced judgments of the brand on the primary attribute and thus overall brand evaluations.

Reducing Competitive Ad Interference, H. RAO UNNAVA and DEEPAK SIRDESHMUKH, August 1994, 403–11.

Some recent research has shown that the presence of competitive advertising undermines the recall of a marketer's advertising. The authors use the encoding variability hypothesis to develop two approaches to counter the detrimental effects of competitive advertising. In the first experiment, the use of varying ad executions is shown to help resist competitive advertising better than repeating the same executions. In the second experiment, changing the modality of target advertising to be different from the modality of competitive advertising is shown to reduce interference effects.

Signal Detection Theory and Single Observation Designs: Methods and Indices for Advertising Recognition Testing, J. DENNIS CRADIT, ARMEN TASHCHIAN, and CHARLES F. HOFACKER, February 1994, 117–27.

Most marketing applications of signal detection theory (SDT) produce an estimate of the respondent's memory accuracy based on exposure to a number of advertisements. Marketing practitioners, however, are usually more interested in the performance of an individual advertisement, or elements of that ad. Moreover, advertising recognition paradigms are typically limited to single observations per respondent. The authors present and compare two alternative methodologies that estimate SDT parameters for such designs by pooling recognition performance across respondents. They present two simulations that explore the most efficient methodology and suggest guidelines for selecting appropriate accuracy indices.

"Sweet Lemons": Illusory Quality, Self-Deceivers, Advertising, and Price, PHILIP M. PARKER, August 1995, 291–307.
See "Strategy and Planning"

A Tale of Two Cities: Distinctiveness Theory and Advertising Effectiveness, ROHIT DESHPANDÉ and DOUGLAS M. STAYMAN, February 1994, 57–64.

The authors conducted an empirical study to test McGuire's (1984) distinctiveness theory within an advertising context. First, following the distinctiveness theory postulate, they found that members of minority groups were more likely than majority groups to have their ethnicity salient. Furthermore, in applying distinctiveness theory to persuasion, they found that members of minority (versus majority) groups find an ad spokesperson from their own ethnic group to be more trustworthy and that increased trustworthiness led to more positive attitudes toward the brand being advertised. The authors draw implications for both advertising to ethnic/minority groups as well as for further research applications of distinctiveness theory.

A Two-Factor Explanation of Assimilation and Contrast Effects, JOAN MEYERS-LEVY and BRIAN STERNTHAL, August 1993, 359–68.

Associations to a contextual cue were contrasted with those of an advertised object when the cognitive resources devoted to message processing were substantial and when the categories to which the contextual cue and the advertised object belonged displayed low overlap. The absence of either of these factors prompted assimilation. A two-factor theory is offered to explain these outcomes.

When Persuasion Goes Undetected: The Case of Comparative Advertising, RANDALL L. ROSE, PAUL W. MINIARD, MICHAEL J. BARONE, KENNETH C. MANNING, and BRIAN D. TILL, August 1993, 315–30.
See "Measurement"

ATTITUDE THEORY RESEARCH

The Effect of Influence Type and Performance Outcomes on Attitude Toward the Influencer, LISA K. SCHEER and LOUIS W. STERN, February 1992, 128–42.

The authors demonstrate that a target's attitude toward an influencer is affected by both (1) the influence type used by the influencer to achieve the target's compliance and (2) the performance outcomes that result from the behavior adopted by the target in compliance with that influence. Before performance outcomes are known, the target's satisfaction and trust are strongly affected by the type of influence exercised; more dominating influence types result in less positive attitude. When outcomes of compliance be come evident, however, favorable outcomes appear to ameliorate negative attitudes, whereas unfavorable outcomes seem to under mine positive attitudes. These findings indicate the significance of performance outcomes for understanding the ramifications of successful influence.

BRAND EVALUATION AND CHOICE

Antecedents of the Attraction Effect: An Information-Processing Approach, SANJAY MISHRA, U.N. UMESH, and DONALD E. STEM, JR., August 1993, 331–49.
See "Consumer Behavior"

A Bayesian Approach to Estimating Household Parameters, PETER E. ROSSI and GREG M. ALLENBY, May 1993, 171–82.
See "Market Analysis and Response"

Benchmarks for Discrete Choice Models, MANOHAR U. KALWANI, ROBERT J. MEYER, and DONALD G. MORRISON, February 1994, 65–75.
See "Measurement"

Brand Choice, Purchase Incidence, and Segmentation: An Integrated Approach, RANDOLPH E. BUCKLIN and SUNIL GUPTA, May 1992, 201–15.
See "Segmentation Research"

A Brand's Eye View of Response Segmentation in Consumer Brand Choice Behavior, RANDOLPH E. BUCKLIN, SUNIL GUPTA, and SANGMAN HAN, February 1995, 66–74.

The authors develop an approach to reveal segmentation in response to marketing variables at a brand-level perspective. In the proposed procedure, response segmentation is analyzed separately for each brand instead of jointly across all brands. This yields a segmentation picture oriented toward the potential targeting objectives of the brand manager. Using the multinomial logit and probabilistic mixture models, the procedure first calibrates consumer response in the brand choice decision. Individual-level measures of response for a given marketing variable (e.g., price) are then computed, and brand-level segments are obtained by clustering brand-specific response. Using scanner panel data, the approach is applied to price response segmentation for brands that compete in the ground coffee category. The results illustrate a series of implications for brand strategy, particularly the potential for targeting marketing activity to different response segments.

Building Market Structures From Consumer Preferences, LEE G. COOPER and AKIHIRO INOUE, August 1996, 293–306.
See "Marketing Analysis and Response"

Capturing Individual Differences in Paired Comparisons: An Extended BTL Model Incorporating Descriptor Variables, WILLIAM R. DILLON, AJITH KUMAR, and MELINDA SMITH de BORRERO, February 1993, 42–51.
See " Measurement "

Carryover and Backfire Effects in Marketing Research, BARBARA A. BICKART, February 1993, 52–62.
See "Survey Design"

Choice in Context: Tradeoff Contrast and Extremeness Aversion, ITAMAR SIMONSON and AMOS TVERSKY, August 1992, 281–95.

Consumer choice is often influenced by the context, defined by the set of alternatives under consideration. Two hypotheses about the effect of context on choice are proposed. The first hypothesis, tradeoff contrast, states that the tendency to prefer an alternative is enhanced or hindered depending on whether the tradeoffs within the set under consideration are favorable or unfavorable to that option. The second hypothesis, extremeness aversion, states that the attractiveness of an option is enhanced if it is an intermediate option in the choice set and is diminished if it is an extreme option. These hypotheses can explain previous findings (e.g., attraction and compromise effects) and predict some new effects, demonstrated in a series of studies with consumer products as choice alternatives. Theoretical and practical implications of the findings are discussed.

Composite Branding Alliances: An Investigation of Extension and Feedback Effects, C. WHAN PARK, SUNG YOUL JUN, and ALLAN D. SHOCKER, November 1996, 453–66.

The authors report two studies investigating the effectiveness of a composite brand in a brand extension context. In composite brand extension, a combination of two existing brand names in different positions as header and modifier is used as the brand name for a new product (e.g., Slim-Fast chocolate cakemix by Godiva). The results of both studies reveal that by combining two brands with complementary attribute levels, a composite brand extension appears to have a better attribute profile than a direct extension of the header brand (Study 1) and has a better attribute profile when it consists of two complementary brands than when it consists of two highly favorable but not complementary brands (Study 2). The improved attribute profile seems to enhance a composite's effectiveness in influencing consumer choice and preference (Study 2). In addition, the positions of the constituent brand names in the composite brand name are found to be important in the formation of the composite's attribute profile and its feedback effects on the constituent brands. A composite brand extension has different attribute profiles and

feedback effects, depending on the positions of the constituent brand names.

Consideration Sets in Conjoint Analysis, KAMEL JEDIDI, RAJEEV KOHLI, and WAYNE S. DESARBO, August 1996, 364–72.
See "Statistical Methods"

Context Effects, New Brand Entry, and Consideration Sets, DONALD R. LEHMANN and YIGANG PAN, August 1994, 364–74.
The authors examine how new brand entries affect consumers' consideration sets. A within-subject longitudinal experiment examines several entry positions into existing markets. The results suggest that new brand entries produce changes in consideration sets toward dominating, compromise, and assimilated brands, away from extreme brands in two-brand markets, and toward dominating and away from extreme brands in eight-brand markets. These results are confirmed by a second experiment that utilizes a between-subject design and markets with six existing brands.

Do Consumers Overgeneralize One-Sided Comparative Price Claims, and Are More Stringent Regulations Needed? CORNELIA PECHMANN, May 1996, 150–62.
See "Advertising and Media"

Do Household Scanner Data Provide Representative Inferences From Brand Choices? A Comparison With Store Data, SACHIN GUPTA, PRADEEP CHINTAGUNTA, ANIL KAUL, and DICK R. WITTINK, November 1996, 383–98.
See "Market Analysis and Response"

The Effect of the Focus of Comparison on Consumer Preferences, RAVI DHAR and ITAMAR SIMONSON, November 1992, 430–40.
See "Buyer Behavior"

The Effect of New Product Features on Brand Choice, STEPHEN M. NOWLIS and ITAMAR SIMONSON, February 1996, 36–46.
Companies often introduce new product features to differentiate their brands and gain a competitive advantage. The authors investigate factors that moderate the impact of a new features on brand choice. Building on two principles, *multiattribute diminishing sensitivity* and *performance uncertainty*, they propose that the characteristics of the products to which new features are added are important determinants of the impact of these features on sales and market share. Specifically, in six studies, they show that a new feature adds greater value and increases the choice share of a brand more when the brand (1) has relatively inferior existing features, (2) is associated with lower (perceived) quality, (3) has a higher price, and (4) is both high-priced and high-quality. The results also suggest that the addition of a new feature reduces buyers' price sensitivity for low-quality but not for high-quality, brands and that multiattribute diminishing sensitivity is a more important moderator of the effect of new features than performance uncertainty. The authors discuss the theoretical and practical implications of the findings.

The Effect of Type of Elaboration on Advertisement Processing and Judgment, PRASHANT MALAVIYA, JOLITA KISIELIUS, and BRIAN STERNTHAL, November 1996, 410–21.
See "Advertising and Media"

The Effectiveness of Alternative Preference Elicitation Procedures in Predicting Choice, JOEL HUBER, DICK R. WITTINK, JOHN A. FIEDLER, and RICHARD MILLER, February 1993, 105–14.
See "Measurement"

The Effects of Advertising on Brand Switching and Repeat Purchasing, JOHN DEIGHTON, CAROLINE M. HENDERSON, and SCOTT A. NESLIN, February 1994, 28–43.
See "Advertising and Media"

The Effects of Sequential Introduction of Brand Extensions, KEVIN LANE KELLER and DAVID A. AAKER, February 1992, 35–50.
A laboratory experiment examines factors affecting evaluations of proposed extensions from a core brand that has or has not already been extended into other product categories. Specifically, the perceived quality of the core brand and the number, success, and similarity of intervening brand extensions, by influencing perceptions of company credibility and product fit, are hypothesized to affect evaluations of proposed new extensions, as well as evaluations of the core brand itself. The findings indicate that evaluations of a proposed extension when there were intervening extensions differed from evaluations when there were no intervening extensions only when there was a significant disparity between the perceived quality of the intervening extension (as judged by its success or failure) and the perceived quality of the core brand. A successful intervening extension increased evaluations of a proposed extension only for an average quality core brand; an unsuccessful intervening ex tension decreased evaluations of a proposed extension only for a high quality core brand. Though a successful intervening extension also increased evaluations of an average quality core brand, an unsuccessful intervening extension did not decrease core brand evaluations regardless of the quality level of the core brand. The relative similarity of intervening extensions had little differential impact, but multiple intervening extensions had some different effects than a single intervening extension.

Finding Choice Alternatives in Memory: Probability Models of Brand Name Recall, J. WESLEY HUTCHINSON, KALYAN RAMAN, and MURALI K. MANTRALA, November 1994, 441–61.
Recalling brand names is an important aspect of consumer choice in many situations. The authors develop a general Markov model that relates probabilistic aspects of recall to consumer and marketing mix variables. Then they illustrate how parameters can be estimated from recall data for three special cases of the model: The first is a "baseline" version of the model that can be used to assess the extent to which categories of brands can be automatically included in or excluded from memory search; the second is a zero-order model that can be used to estimate the effects of brand variables and individual usage rates on recall latency; and the third is a first-order model that uses aggregate recall data to assess market structure. Finally, the authors demonstrate how the model can be used in numerical analyses to evaluate awareness-building strategies.

Implications for Asymmetry, Nonproportionality, and Heterogeneity in Brand Switching from Piece-wise Exponential Mixture Hazard Models, MICHEL WEDEL, WAGNER A. KAMAKURA, WAYNE S. DESARBO, and FRENKEL TER HOFSTEDE, November 1995, 457–62.
The authors develop a class of mixtures of piece-wise exponential hazard models for the analysis of brand switching behavior. The models enable the effects of marketing variables to change nonproportionally over time and can, simultaneously, be used to identify segments among which switching and repeat buying behavior differ. Several forms of asymmetry in brand switching are accommodated. The authors provide an application to the analysis of scanner panel data on ketchup, which illustrates the implications for asymmetry, nonproportionality, and heterogeneity. The results show that the model predicts purchases and purchase timing in holdout data better than the models proposed by Kamakura and Russell (1989) and Vilcassim and Jain (1991).

The Importance of Utility Balance in Efficient Choice Designs, JOEL HUBER and KLAUS ZWERINA, August 1996, 307–17.
See "Statistical Methods"

Incorporating Prior Knowledge into the Analysis of Conjoint Studies, GREG M. ALLENBY, NEERAJ ARORA, and JAMES L. GINTER, May 1995, 152–62.
The authors use conjoint analysis to provide interval-level estimates of part-worths allowing tradeoffs among attribute levels to be examined. Researchers often possess prior information about the part-worths, such as the order and range restrictions of product attribute levels. It is known, for example, that consumers would rather pay less for a specific product given that all other product attribute levels are unchanged. The authors present a Bayesian approach to incorporate prior ordinal information about these part-worths into the analysis of conjoint studies. Their method results in parameter estimates with greater face validity and predictive performance than estimates that do not utilize prior information or those that use traditional methods such as LINMAP. Unlike existing methods, the authors' methods apply to both rating and choice-based conjoint studies.

Inferring Market Structure With Aggregate Data: A Latent Segment Logit Approach, MICHAEL J. ZENOR and RAJENDRA K. SRIVASTAVA, August 1993, 369–79.
See "Market Analysis and Response"

Influencing Consumer Judgments Using Autobiographical Memories: A Self-Referencing Perspective, MITA SUJAN, JAMES R. BETTMAN, and HANS BAUMGARTNER, November 1993, 422–36.
See "Consumer Behavior"

Limited Choice Sets, Local Price Response, and Implied Measures of Price Competition, BART J. BRONNENBERG and WILFRIED R. VANHONACKER, May 1996, 163–74.

It is becoming increasingly evident that a consumer's brand choice decision in low-involvement categories does not involve full search, evaluation, and comparison of price information of all brands available at point of purchase (global price response). The authors propose a two-stage choice process in which the consumer first identifies a subset of brands within the universal set of brands called the *choice set* and then evaluates only those brands that are in the choice set relative to one another to select a single brand. The authors find that, consistent with reports of the extent of external price search of consumers, response to shelf price variations is limited to the brands in the choice set (local price response). Their results indicate that employing the assumption of global price response may lead to biased estimates of price elasticity and derived measures of clout and vulnerability. To enable a managerially meaningful and useful assessment of a brand's competitive clout and vulnerability, the authors provide a brand-level approach to integrate local price response into the derivation of these measures.

Making the Cut: Modeling and Analyzing Choice Set Restriction in Scanner Panel Data, S. SIDDARTH, RANDOLPH E. BUCKLIN, and DONALD G. MORRISON, August 1995, 255–66.

The authors develop an approach to determine and analyze choice set restriction on the basis of secondary source information on consumer purchase histories. Individual-level choice sets are estimated using a Bayesian updating procedure in conjunction with the multinomial logit model. The authors apply the procedure to scanner panel data for the liquid laundry detergent category. An analysis of estimated choice sets across panelists reveals that market share does not "go hand-in-hand" with choice set share (the percentage of choice sets in which a brand is a member). Examining choice set membership patterns, such as the co-occurrence of brands in the same product line, also provides insight into sister-brand cannibalization. Estimation results also show that promotions can expand choice sets, providing excluded brands a means to gain entry and long-term sales benefits.

Market Share Response When Consumers Seek Variety, FRED M. FEINBERG, BARBARA E. KAHN, and LEIGH McALISTER, May 1992, 227–37.

Using a model of consumer variety-seeking, the authors study the long-term market share implications of changes in variety-seeking intensity, brand preferences, and pairwise similarities between brands. Those analytically derived guidelines are examined in three brand and five-brand markets through simulation. The least preferred brand is found generally to gain market share as variety seeking intensifies whereas the most preferred brand tends to lose share. If two brands are perceived as having become more similar without a change in overall preferences, the repositioned brands are likely to lose market share while uninvolved brands gain share. If two brands are perceived as having become more similar in a way that increases overall preference for those repositioned brands, they should gain market share while uninvolved brands lose it. A behavioral experiment provides preliminary empirical support for some of the findings.

Meaningful Brands From Meaningless Differentiation: The Dependence on Irrelevant Attributes, GREGORY S. CARPENTER, RASHI GLAZER, and KENT NAKAMOTO, August 1994, 339–50.

Conventional product differentiation strategies prescribe distinguishing a product or brand from competitors' on the basis of an attribute that is relevant, meaningful, and valuable to consumers. However, brands also successfully differentiate on an attribute that *appears* to create a meaningful product difference but on closer examination is irrelevant to creating that benefit—"meaningless" differentiation. The authors examine how meaningless differentiation can produce a meaningfully differentiated brand. They argue that buyers may infer that a distinguishing but irrelevant attribute is in fact relevant and valuable under certain conditions, creating a meaningfully differentiated brand. They outline the consumer inference process and develop a set of hypotheses about when it will produce meaningful brands from meaningless differentiation. Experimental tests in three product categories support their analysis. They explore the implications of the results for product differentiation strategies, consumer preference formation, and the nature of competition.

Measuring the Dynamic Effects of Promotions on Brand Choice, PURUSHOTTAM PAPATLA and LAKSHMAN KRISHNAMURTHI, February 1996, 20–36.

See "Promotion"

Modeling Consumer Choice Among SKUs, PETER S. FADER and BRUCE G. S. HARDIE, November 1996, 442–52.

Most choice models in marketing implicitly assume that the fundamental unit of analysis is the brand. In reality, however, many more of the decisions made by consumers, manufacturers, and retailers occur at the level of the stock-keeping unit (SKU). The authors address a variety of issues involved in defining and using SKUs in a choice model, as well as the unique benefits that arise from doing so. They discuss how a set of discrete attributes (e.g., brand name, package size, type) can be used to characterize a large set of SKUs in a parsimonious manner. They postulate that consumers do not form preferences for each individual SKU, per se, but instead evaluate the underlying attributes that describe each item. The model is shown to be substantially superior to a more traditional framework that does not emphasize the complete use of SKU attribute information. Their analysis also highlights several other benefits associated with the proposed modeling approach, such as the ability to forecast sales for imitative line extensions that enter the market in a future period. Other implications and extensions also are discussed.

Modeling Consumers' Choices of Multiple Items, BARI A. HARLAM and LEONARD M. LODISH, November 1995, 404–18.

Contemporary choice models focus on choice opportunities in which consumers purchase a quantity of a *single* item in a product category. However, failing to recognize the possibility of assortments of *multiple*-item purchases can lead to incorrect conclusions about the impact of past purchase behavior on current choices. The authors propose a model that allows for multiple-item shopping trips and apply it to scanner data for powdered soft drinks. The model provides descriptions about the influence of (1) consumer's prior behavior across previous shopping trips, (2) behavior *within* the same shopping trip, (3) the in-store shelf assortment available at the time of purchase, and (4) marketing mix variables on multiple-item shopping trip choices. The authors' model provides better choice predictions in a holdout sample at the aggregate and assortment composition levels than a traditional, single-purchase choice model. Using the model, they present simulation and naturally occurring experiment results in the powdered soft drink category. Finally, they discuss the value of their results for understanding the consequences of consumer's choice and their implications for manufacturers.

Order-of-Entry Effects on Consumer Memory and Judgment: An Information Integration Perspective, FRANK R. KARDES and GURUMURTHY KALYANARAM, August 1992, 343–57.

Several studies have shown that pioneering brands are preferred to later entrants. The "pioneering advantage is remarkably robust and has been observed across a wide variety of products and contexts. Two longitudinal experiments were conducted to investigate judgmental mechanisms that contribute to this advantage. In experiment 1, the amount of information presented was held constant across brands. Nevertheless, subjects learned more about the pioneer than about later entrants and consequently judgments of the pioneer were more extreme and were held with greater confidence. Furthermore, the pioneering advantage increased over time, especially when subjects were exposed repeatedly to the features of the pioneer. Experiment 2 demonstrated that order-of-entry effects on consumer memory and judgment are eliminated when information about a set of brands is presented simultaneously as opposed to sequentially. Furthermore, the results revealed that sequential in formation processing benefits the pioneer even when product in formation is processed incidentally. Implications of the results for understanding and managing order-of-entry effects are discussed.

Price Perceptions and Consumer Shopping Behavior: A Field Study, DONALD R. LICHTENSTEIN, NANCY M. RIDGWAY, and RICHARD G. NETEMEYER, May 1993, 234–45.

See "Pricing"

A Probabilistic Approach to Pricing a Bundle of Products or Services, R. VENKATESH and VIJAY MAHAJAN, November 1993, 494–508.

See "Pricing"

Promotion Has a Negative Effect on Brand Evaluations—Or Does It? Additional Disconfirming Evidence, SCOTT DAVIS, J. JEFFREY INMAN, and LEIGH McALISTER, February 1992, 143–48.

Early research on the effect of promotion suggested that a brand using that element of the marketing mix would be evaluated lower and therefore have a reduced repurchase probability. Though that hypothesis refers to a change in brand evaluation at the individual level, tests of it

typically have been performed with repurchase probabilities at the aggregate level. Recent work by Neslin and Shoemaker shows that it is possible to observe a decrease in aggregate repurchase probability due to promotion even if individual level repurchase probabilities are unchanged. Though their evidence does not directly test the hypothesis of a negative effect for promotion, it does provide an alternative explanation for observed results. The authors expand their work by directly testing the hypothesis of a negative effect for promotion and by performing that test on the underlying construct, brand evaluation. After initial measurement of shoppers' evaluations, brands in test categories were promoted for three months. At the end of the promotion manipulation period, brand evaluations were remeasured. The hypothesis that overall evaluation of promoted brands would decrease is rejected.

Studying Consideration Effects in Empirical Choice Models Using Scanner Panel Data, RICK L. ANDREWS and T.C. SRINIVASAN, February 1995, 30–41.

See "Market Analysis and Response"

Transitions in Preference Over Time: The Effects of Memory on Message Persuasiveness, JOSEPH W. ALBA, HOWARD MARMORSTEIN, and AMITAVA CHATTOPADHYAY, November 1992, 406–16.

In a mixed-choice situation, consumers must choose between brands that are directly observable and brands encountered previously. Prior research suggests a conservative bias to choose an observable brand if it is acceptable and if memory for the previously encountered brands is poor. The authors demonstrate in three experiments that this bias may be highly sensitive to stimulus factors. They replicate the bias when all brands have similar attribute structures. However, when the brands are less comparable, aspects of the previously encountered brands or their descriptions may interact with memory to eliminate or reverse the effect. Thus, over time, preference for a memory brand in relation to an observable brand may increase or decrease significantly, and may do so irrespective of the memory brand's true relative merits. Implications of these results for current models of persuasion are discussed.

A Two-Factor Explanation of Assimilation and Contrast Effects, JOAN MEYERS-LEVY and BRIAN STERNTHAL, August 1993, 359–68.

See "Advertising and Media"

Using Economic Incentives to Distinguish Perception Bias From Discrimination Ability in Taste Tests, KIN-NAM LAU, GERALD POST, and ALBERT KAGAN, May 1995, 140–51.

Taste tests are commonly used to determine if participants can detect a difference between products; however, any test is subject to guessing and a perception bias by the participants. The authors use economic incentives to induce subjects to reveal their perceived tasting abilities and minimize their guessing. The method provides three additional pieces of information: (1) a test of the differences between the products, (2) a measure of the subject's perceived discrimination ability, and (3) a measure of the subject's perception bias with respect to his or her true discrimination ability.

Why Switch? Product Category–Level Explanations for True Variety-Seeking Behavior, HANS C.M. VAN TRIJP, WAYNE D. HOYER, and J. JEFFREY INMAN, August 1996, 281–92.

The authors address two key issues that have received inadequate attention in the choice behavior literature on variety seeking. First, they explicitly separate true variety-seeking behavior (i.e., intrinsically motivated)) from derived varied behavior (i.e., extrinsically motivated). Second, they hypothesize variety-seeking behavior to be a function of the individual difference characteristic of need for variety and product category–level characteristics that interact to determine the situations in which variety seeking is more likely to occur relative to repeat purchasing and derived varied behavior. The authors test their hypotheses in a field study of Dutch consumers, which assesses both the intensity of brand switching and the underlying motives for their switching behavior. Results support the importance of isolating variety switches from derived switches and of considering product category–level factors as an explanation for the occurrence of variety-seeking behavior.

BRAND MANAGEMENT

Branded Variants: A Retail Perspective, MARK BERGEN, SHANTANU DUTTA, and STEVEN M. SHUGAN, February 1996, 9–19.

Manufacturers frequently offer myriad variations of a branded product. In many cases, manufacturers have tens to hundreds of models. Seiko wrist watches, for example, may come with difference bands, chimes, and special features. The authors call these variations *branded variants* and suggest that manufacturers offer branded variants for the benefit of their most direct customers—retailers. With branded variants, a consumer must remember, evaluate, and process a wider variety of product features to make comparisons across variants and retail outlets. The authors suggest that as branded variants increase, some consumers experience an increased cost of shopping for a branded product across retail stores. Consequently, fewer consumers shop across retail stores. This reduced shopping translates into reduced competition across retail stores, which encourages (1) more retailers to carry a branded product and (2) retailers to supply that branded product with more retail service support. The authors use data from three retailers across 14 product categories to demonstrate that a branded product with more variants often has greater retail availability and higher levels of retail service.

Brands, Brand Management, and the Brand Manager System: A Critical-Historical Evaluation, GEORGE S. LOW and RONALD A. FULLERTON, May 1994, 173–90.

The authors examine the history of brand management by tracing its development in the context of the marketing environment from 1870 to the present. They develop six theses regarding the evolution of brand management and its implications and substantiate them utilizing a historical approach. They demonstrate that the brand manager system originated well after the leadership of branded products was established, it was adopted following a conventional adoption curve pattern, and it has proven quite adaptable to differing firm and marketing environments over the past several decades. They then evaluate its likely fate in today's rapidly changing environment.

Competitive-Component Analysis: A New Approach to Calibrating Asymetric Market-Share Models, LEE G. COOPER, DANIEL KLAPPER, and AKIHIRA INOUE, May 1996, 224–38.

See "Statistical Methods"

Composite Branding Alliances: An Investigation of Extension and Feedback Effects, C. WHAN PARK, SUNG YOUL JUN, and ALLAN D. SHOCKER, November 1996, 453–66.

See "Brand Evaluation and Choice"

The Effect of Brand Portfolio Characteristics on Consumer Evaluations of Brand Extensions, PETER A. DACIN and DANIEL C. SMITH, May 1994, 229–42.

A growing number of brands are becoming associated with a portfolio of different product categories. Although concerns have been raised that adding products to a brand may weaken it, there is a paucity of research exploring the effects of brand portfolio characteristics on brand strength. Using two laboratory experiments and a survey, the authors examine the effects of several brand portfolio characteristics on consumers' confidence in and favorability of their evaluations of subsequent brand extensions. The experiment-based findings reveal a positive relationship between the number of products affiliated with a brand and consumers' confidence in and favorability of their evaluations of extension quality. These results were not replicated in the survey. However, in both methods, the authors found that as portfolio quality variance decreases, a positive relationship between number of products affiliated with a brand and consumers' confidence in their extension evaluations emerges. Implications of these findings for both the theory and practice of brand management are discussed.

The Effects of Culture and Socioeconomics on the Performance of Global Brand Image Strategies, MARTIN S. ROTH, May 1995, 163–75.

Developing and managing brand image is an important part of a firm's marketing program. However, little research has been done (1) on linking the use of brand image strategies to product performance or (2) on managing brand images in global markets. The author examines the brand image-performance linkage for consumer goods in two categories marketed internationally. He also develops a conceptual framework that identifies various cultural and socioeconomic environmental characteristics of foreign markets that are hypothesized to affect brand image performance. Results from a 10 country/60 region study indicate that cultural power distance, cultural individualism, and regional socioeconomics affect the performance of functional (problem prevention and solving), social (group membership and symbolic), and sensory (novelty, variety, and sensory gratification) brand image strategies. The author then discusses the implications for managers marketing brands internationally and the directions for further research.

The Financial Information Content of Perceived Quality, DAVID A. AAKER and ROBERT JACOBSON, May 1994, 191–201.

The authors investigate whether movement in a firm's stock price, that is, a measure of firm value, is associated with information contained in perceived quality measures. In a model that also allows for the effect of economywide factors and a firm's return on investment, they find a positive relationship between stock return and changes in quality perceptions. These results imply that the quality measure contains information, incremental to that reflected by current-term accounting measures, about future-term business performance. They suggest that managers should convey information to the stock market, such as the brand's quality image, useful in depicting the long-term prospects of the business. By doing so, the stock market will rely less on short-term measures of business performance, and managers will be freer to undertake strategies necessary for ensuring the long-term viability of their firms.

Foreign Branding and its Effects on Product Perceptions and Attitudes, FRANCE LECLERC, BERND H. SCHMITT, and LAURETTE DUBÉ, May 1994, 263–70.

With three experiments, the authors examine the notion that foreign branding—the strategy of pronouncing or spelling a brand name in a foreign language—triggers cultural stereotypes and influences product perceptions and attitudes. Choosing French brands as one specific case, Experiment 1 shows that the French pronunciation of a brand name affects the perceived hedonism of the products, attitudes toward the brand, and attitudes toward the brand name. Experiment 2 shows that congruent country-of-origin information, added to French branding, does not result in more hedonic perceptions; incongruence, however, diminishes the effect. In Experiment 3, an actual product taste test is performed. Despite the presence of direct sensory experience, consumer perceptions of a product changed as a result of French branding.

Heterogeneous Logit Model Implications for Brand Positioning, PRADEEP K. CHINTAGUNTA, May 1994, 304–11.

The author discusses the implications of a heterogeneous logit model for brand positioning. The methodology presented is a restricted version of a mixture-of-logits model and obtains brand positions on a product-market map and the distribution of preferences across households while accounting for the effects of marketing variables on household brand choice behavior. The restriction involves imposing a factor structure on the covariance matrix of the distribution of intrinsic brand preferences. An empirical application of the methodology is presented using A.C. Nielsen household-level scanner panel data on the purchases of liquid laundry detergents. The results indicate that the proposed model provides a better fit to the data than the unrestricted mixture-of-logits model or the Choice Map methodology.

The Importance of the Brand in Brand Extension, SUSAN M. BRONIARCZYK and JOSEPH W. ALBA, May 1994, 214–28.

Recent research has identified two factors that influence consumer perceptions of a brand extension: brand affect and the similarity between the original and extension product categories. However, surprisingly little attention has been paid to other associations specific to the brand itself. The authors perform three experiments to explore the relative importance of these associations. The experiments reveal that brand-specific associations may dominate the effects of brand affect and category similarity, particularly when consumer knowledge of the brands is high. The authors conclude by discussing the implications of these findings for managerial decision making and the process by which consumers evaluate brand extensions.

In Search of the Marketing Imagination: Factors Affecting the Creativity of Marketing Programs for Mature Products, JONLEE ANDREWS and DANIEL C. SMITH, May 1996, 174–87.

See "Managerial Judgment and Decision Aids"

Making the Cut: Modeling and Analyzing Choice Set Restriction in Scanner Panel Data, S. SIDDARTH, RANDOLPH E. BUCKLIN, and DONALD G. MORRISON, August 1995, 255–66.

See "Brand Evaluation and Choice"

Mastering the Mix: Do Advertising, Promotion, and Sales Force Activities Lead to Differentiation? WILLIAM BOULDING, EUNKYU LEE, and RICHARD STAELIN, May 1994, 159–72.

The authors consider the effects of three marketing communication activities on nonproduct based differentiation. Specifically, they examine whether advertising, sales force, and promotion activities increase a firm's ability to differentiate and thus shield itself from future price competition. They suggest that own-price elasticities represents a measure of differentiation and examine the effects of marketing communication activities on own-price elasticities for a large number of consumer (durable and nondurable) businesses. They make a series of predictions about future differentiation outcomes based on the likely uniqueness of the communication message. The obtained results are compatible with their basic premise that by providing unique and positive messages, a firm can insulate itself from future price competition, as witnessed by less negative future price elasticities. Conversely, results indicate that nonunique messages can decrease future differentiation, for example, price promotions for firms that price above the industry average lead to more negative future price elasticities.

A Model of How Discounting High-Priced Brands Affects the Sales of Low-Priced Brands, RAJ SETHURAMAN, November 1996, 399–409.

See "Promotion"

Modeling Consumer Choice Among SKUs, PETER S. FADER and BRUCE G. S. HARDIE, November 1996, 442–52.

See "Brand Evaluation and Choice"

The Profit Benefits of Category Management, MICHAEL J. ZENOR, May 1994, 202–13.

The practice of category management (i.e., employing a single decision maker who is responsible for a firm's product line) has been advocated as a superior alternative to brand management (i.e., independent decision makers who act as independent entrepreneurs within the same firm). The author provides an extremely general product line pricing model that calibrates the potential profit benefits of a coordinated category-level pricing strategy as compared with an uncoordinated brand-level pricing strategy. The model can be used to obtain optimal prices and profits for any general pricing "coalition" between brands—brand management or category management.

A Survey-Based Method for Measuring and Understanding Brand Equity and its Extendibility, CHAN SU PARK and V. SRNINIVASAN, May 1994, 271–88.

The authors develop a new survey-based method for measuring and understanding a brand's equity in a product category and evaluating the equity of the brand's extension into a different but related product category. It uses a customer-based definition of brand equity as the added value endowed by the brand to the product as perceived by a consumer. It measures brand equity as the difference between an individual consumer's overall brand preference and his or her brand preference on the basis of objectively measured product attribute levels. To understand the sources of brand equity, the approach divides brand equity into attribute-based and nonattribute-based components. The method provides the market share premium and the price premium attributable to brand equity. The survey-based results from applying the method to the toothpaste and mouthwash categories show that the proposed approach has good reliability, convergent validity, and predictive validity.

To Extend or Not to Extend: Success Determinants of Line Extensions, SRINIVAS K. REDDY, SUSAN L. HOLAK, and SUBHODH BHAT, May 1994, 243–62.

The authors study the determinants of line extension success. The authors use data on 75 line extensions of 34 cigarette brands over a 20-year period to investigate the relative effects of brand, extension, and firm characteristics on the incremental market share of brand line extensions. The econometric model also captures the extent of cannibalization of parent brand sales that may have occurred due to the line extension's introduction. The authors also explore the role of a brand's symbolic value as a factor in line extension success. Results indicate that parent brand strength and its symbolic value, early entry timing, a firm's size, and distinctive marketing competencies, as well as the advertising support allocated to line extensions, contribute positively to the success of line extensions. Their findings suggest that, in this industry, cannibalization effects of line extension activity may have been limited and line extensions into earlier subcategories actually may have helped the parent brand. Even with cannibalization, the incremental sales generated by the extension seem to be reason enough to make a line extension strategy viable.

Understanding Brand Competition Using Micro and Macro Scanner Data, GARY J. RUSSELL and WAGNER A. KAMAKURA, August 1994, 289–303.

Recent advances in data gathering through checkout scanners have produced vast amounts of data on the actual behavior of consumers in the

marketplace, creating new opportunities for managers and researchers to understand competition and consumers' response to the marketing mix. Previous analyses of this data in the literature have focused either at the household (micro) or store (macro) level. The authors propose a method of enriching the analysis of competitive behavior by combining the in-depth consumer information obtained from a micro-level household scanner panel with the comprehensive market data supplied by a macro-level retail-tracking panel. The approach offers the manager detailed information about consumers (e.g., identification of consumer segments in terms of brand preferences and socioeconomic characteristics) along with strategic diagnostics of the product-market (e.g., the sensitivity of the market to price promotions, impact of a brand's strategy on competitors, vulnerability of the brand to competitive actions).

Using Survey Data to Predict Adoption and Switching for Services, SAMARADASA WEERAHANDI and SOUMYO MOITRA, February 1995, 85–96.
See "New Product Development and Launch"

BUSINESS-TO-BUSINESS MARKETING

Analyzing Constant-Sum Multiple Criterion Data: A Segment-level Approach, WAYNE S. DE SARBO, VENKATRAM RAMASWAMY, and RABIKAR CHATTERJEE, May 1995, 222–32.
See "Market Analysis and Response"

Contractual Arrangements in Franchising: An Empirical Investigation, DEEPAK AGRAWAL and RAJIV LAL, May 1995, 213–21.
See "Channels of Distribution"

Controlling Supplier Opportunism in Industrial Relationships, RODNEY L. STUMP and JAN B. HEIDE, November 1996, 431–41.
See "Channels of Distribution"

The Effects of Supplier Fairness on Vulnerable Resellers, NIRMALYA KUMAR, LISA K. SCHEER, and JAN-BENEDICT E.M. STEENKAMP, February 1995, 54–65.
See "Trading Relationships"

CHANNELS OF DISTRIBUTION

Assessing Reseller Performance From the Perspective of the Supplier, NIRMALYA KUMAR, LOUIS W. STERN, and RAVI S. ACHROL, May 1992, 238–53.

The objective of the authors' study was to develop a reliable and valid scale to assess reseller performance from the perspective of the supplier. To specify the domain of reseller performance, four different conceptualizations of organizational effectiveness were explored, leading to the identification of eight facets of reseller performance. Using data collected on the resellers of two different sup pliers, the authors investigated the reliability and validity of three different types of scales—facet, composite, and global. Results indicate that two composite scales, a 5-item global scale, and seven 3-item facet scales have acceptable levels of reliability, construct validity, and generalizability.

Branded Variants: A Retail Perspective, MARK BERGEN, SHANTANU DUTTA, and STEVEN M. SHUGAN, February 1996, 9–19.
See "Brand Management"

Contractual Arrangements in Franchising: An Empirical Investigation, DEEPAK AGRAWAL and RAJIV LAL, May 1995, 213–21.

The authors use primary data to empirically test several hypotheses about business format franchising on the basis of the theoretical model presented in Lal (1990). They find support for the hypothesis that royalty rate balances the incentives to the franchisor to invest in brand name with those to the franchisees to invest in retail service. Also consistent with the mixed strategy equilibrium, the authors find that royalty rate positively affects monitoring frequency, and that monitoring costs negatively affect service levels. However, contrary to the theory, the authors find that monitoring costs inversely affect monitoring frequency among franchisors. They analytically extend Lal's model to incorporate heterogeneity in monitoring costs among franchisees belonging to the same franchisor and find strong empirical support for the hypothesis that monitoring costs inversely affect monitoring frequency within a franchise system.

Controlling Supplier Opportunism in Industrial Relationships, RODNEY L. STUMP and JAN B. HEIDE, November 1996, 431–41.

The recent marketing literature reflects a growing interest in relationship management issues. In particular, several recent studies have drawn on transaction cost and agency theory to examine how interfirm relationships are organized. The general premise is that explicit control mechanisms must be deployed in a relationship to manage a partner's potential opportunism. Although previous research has shown that different mechanisms can be used, the tendency has been to examine individual mechanisms in isolation. The authors develop hypotheses about interdependencies between different control mechanisms. They also identify some of the contextual factors that influence their use. The framework is tested empirically by examining how chemical manufacturers organize their supplier relationships. The results generally support the hypothesis that firms' choices among control mechanisms are influenced by contextual factors. Only limited support is found for the hypothesis that interdependencies exist between different mechanisms.

The Effects of Perceived Interdependence on Dealer Attitudes, NIRMALYA KUMAR, LISA K. SCHEER, and JAN-BENEDICT E.M. STEENKAMP, August 1995, 348–56.

Channels research has consistently argued that asymmetric channel relationships are more dysfunctional than those characterized by symmetric interdependence. The authors propose that the degree of both interdependence asymmetry and total interdependence affect the level of interfirm conflict, trust, and commitment. Using survey data from automobile dealers, they demonstrate that, with increasing interdependence asymmetry, the dealer's trust in and commitment to the supplier decline while interfirm conflict increases. In addition, they demonstrate that relationships with greater total interdependence exhibit higher trust, stronger commitment, and lower conflict than relationships with lower interdependence. The effects on conflict are consistent with those predicted by bilateral deterrence theory, and the effects on trust and commitment are in accord with the authors' bilateral convergence predictions.

The Effects of Supplier Fairness on Vulnerable Resellers, NIRMALYA KUMAR, LISA K. SCHEER, and JAN-BENEDICT E.M. STEENKAMP, February 1995, 54–65.
See "Trading Relationships"

Influence Strategies in Marketing Channels: Measures and Use in Different Relationship Structures, BRETT BOYLE, F. ROBERT DWYER, ROBERT A. ROBICHEAUX, and JAMES T. SIMPSON, November 1992, 402–73.

The authors develop new measures of influence strategies in marketing channels (i.e., the means by which a firm's personnel communicate with its partners to affect their behavior in order to examine associations with the strength of buyer-seller relationships (relationalism) and alternative governance structures (market, administered, franchise, and corporate). Study I was a field test of the new multi-item measure of influence strategies in a contractual channel system. The results confirm the predicted negative association between relationalism and the following influence strategies: threats, legalistic pleas, and requests. Study 2 replicated tests of the psychometric quality of the scales in all four forms of governance. The results show that (1) the frequency of recommendations, promises, and information exchange is associated positively with a global measure of relationalism and (2) the frequency of almost all supplier communications differs across the four governance structures.

Outcome-Based and Behavior-Based Coordination Efforts in Channel Relationships, KIRTI SAWHNEY CELLY and GARY L. FRAZIER, May 1996, 200–210.

Supplier personnel often emphasize outcomes and behaviors in personal communications with distributors, thereby signaling important product-market objectives and advocating specific distributor actions. The authors' purpose is to enhance the understanding of outcome- and behavior-based coordination efforts of supplier personnel in relationship with distributors to test the conceptual framework. Empirical results suggest that a supplier's use of such coordination efforts is affected by environmental uncertainty, supplier familiarity with distributor markets, supplier replaceability, and supplier resource constraints, as well as by distributor experience and distributor value added.

The Use of Pledges to Build and Sustain Commitment in Distribution Channels, ERIN ANDERSON and BARTON WEITZ, February 1992, 18–34.

Commitment in channel relationships is modeled as a function of (1) each party's perception of the other party's commitment, (2) self-reported and perceived pledges (idiosyncratic investments and contractual

terms) made by each party, and (3) other factors such as communication level, reputation, and relationship history. A dyadic model represented by a simultaneous equation system is estimated with data from 378 pairs of manufacturers and industrial distributors. The results indicate that one type of pledge, idiosyncratic in vestments, has a strong effect on the commitment of both parties to the relationship. In addition, each party's commitment is affected by the perceived commitment of the other party. Finally, idiosyncratic investments signal commitment, affecting each party's perceptions of the other party's commitment.

CONSUMER BEHAVIOR

Age Differences in Children's Choice Behavior: The Impact of Available Alternatives, DEBORAH ROEDDER JOHN and RAMNATH LAKSHMI-RATAN, May 1992, 216–26.

The authors examine how children of different ages respond to the addition of new alternatives into an existing choice set. Children 4 to 12 years of age made choices from an initial and an expanded set of products using a modified constant sum allocation procedure. The findings indicate that younger children respond differently than older children to the expansion of choice sets and that this pattern is related, in part, to age differences in children's ability to incorporate similarity judgments into the choice process.

Age, Sex, and Attitude Toward the Past as Predictors of Consumers' Aesthetic Tastes for Cultural Products, MORRIS B. HOLBROOK and ROBERT M. SCHINDLER, August 1994, 412–22.

New data pertaining to tastes for popular culture support and extend the previous finding that consumers tend to form enduring preferences during a sensitive period in their lives. A psychographic measure of the consumer's attitude toward the past is shown to moderate this tendency, and differences between male and female respondents suggest that the experience of strong positive feelings plays a causal role. These findings can guide the marketer in designing aesthetic aspects of products or promotional stimuli and may increase the practicality of using cohort analysis for predictions of consumer demand.

Consumer Involvement and Deception from Implied Advertising Claims, GITA VENKATARAMANI JOHAR, August 1995, 267–79.
See "Advertising and Media"

Buying or Just Browsing? The Duration of Purchase Deliberation, WILLIAM P. PUTSIS, JR. and NARASIMHAN SRINIVASAN, August 1994, 393–402.

Newman and Staelin (1971) point to a lack of research addressing the important questions of "How long are buyers 'in process' on their purchasing decisions?" and "What factors are related to differences in decision time?" Unfortunately, very little attention has been paid to this important research area during the more than two decades following Newman and Staelin's work. Accordingly, the authors develop a theory of the evolution of choice decisions for consumer durable products. This theory addresses information acquisition behavior and the duration of the purchase deliberation process itself. From this general theory, hypotheses pertaining to the duration of the deliberation process are tested using new car purchase survey data.

Choice in Context: Tradeoff Contrast and Extremeness Aversion, ITAMAR SIMONSON and AMOS TVERSKY, August 1992, 281–95.
See "Brand Choice"

Composite Branding Alliances: An Investigation of Extension and Feedback Effects, C. WHAN PARK, SUNG YOUL JUN, and ALLAN D. SHOCKER, November 1996, 453–66.
See "Brand Evaluation and Choice"

Consumer Price and Promotion Expectations: An Experimental Study, MANOHAR U. KALWANI and CHI KIN YIM, February 1992, 90–100.
See "Pricing Research"

Do Consumers Overgeneralize One-Sided Comparative Price Claims, and Are More Stringent Regulations Needed? CORNELIA PECHMANN, May 1996, 150–62.
See "Advertising and Media"

Do Coupon Expiration Dates Affect Consumer Behavior? J. JEFFREY INMAN and LEIGH MCALISTER, August 1994, 423–28.

Expiration dates are used by couponers to limit their financial liability temporally. Traditional wisdom assumes that coupon redemptions are greatest in the period immediately following the coupon drop and decline monotonically. Using regret theory, the authors predict that expiration dates induce a second mode in the redemption pattern just prior to the expiration date. They test this prediction by extending an existing coupon redemption model to incorporate an expiration effect and then estimating both the existing and the expiration models using weekly coupon redemption data for spaghetti sauce from A.C. Nielsen panels in two cities. Results are consistent with our prediction. Implications for practitioners and researchers are discussed.

The Effect of Brand Portfolio Characteristics on Consumer Evaluations of Brand Extensions, PETER A. DACIN and DANIEL C. SMITH, May 1994, 229–42.
See "Brand Management"

The Effect of Deal Knowledge on Consumer Purchase Behavior, ARADHNA KRISHNA, February 1994, 76–91.

Research has shown that there is heterogeneity in consumer knowledge of prices and deals. In addition, it has been found that buyers' purchase behavior can be influences not only by the current price of a product, but also by what prices they expect in the future. The authors builds a purchase quantity model to contrast normative behavior of consumers who have knowledge of future price deals with that of those who do not. Implications from the model are derived concerning consumer deal response for the consumer's preferred and less preferred brands. These implications show that normative purchase behavior is very different between consumers with and without knowledge of future deals. The model implies that consumers with knowledge of future deals could be more likely to purchase on low-value deals and deals on less preferred brands compared with consumers without knowledge of future deals. Another implication of interest is that the relative quantity purchased by consumers who have deal knowledge compared with those who do not depends on the time pattern of deals. The implications are supported in a laboratory experiment. The author finds that actual behavior varies depending on deal knowledge and is quite consistent with model predictions.

The Effect of New Product Features on Brand Choice, STEPHEN M. NOWLIS and ITAMAR SIMONSON, February 1996, 36–46.
See "Brand Evaluation and Choice"

The Effect of the Focus of Comparison on Consumer Preferences, RAVI DHAR and ITAMAR SIMONSON, November 1992, 430–40.

The authors propose that the attractiveness and choice probability of an alternative can be enhanced by making it the focus of a comparison (the focal option) with a competing alternative. This proposition is supported in choice problems involving alternatives about which consumers have information in memory (e.g., frozen yogurt and fruit salad). The focal option was manipulated by asking respondents how much more or less attractive one of the two (e.g., fruit salad) was. When descriptions of alternatives' features were provided rather than retrieved from memory, a manipulation of the focal option had a weaker and less consistent effect on preferences. Think-aloud protocols were used to gain insights into the effect of changing the focal option on decision processes. The implications of the results for marketers' communications strategies are discussed.

The Effect of Type of Elaboration on Advertisement Processing and Judgment, PRASHANT MALAVIYA, JOLITA KISIELIUS, and BRIAN STERNTHAL, November 1996, 410–21.
See "Advertising and Media"

Evaluating the Multiple Effects of Retail Promotions on Brand Loyal and Brand Switching Segments, RAJIV GROVER and V. SRINIVASAN, February 1992, 76–89.

The authors determine the multiple effects of retail promotions on brand loyal and brand switching segments of consumers. Segments are determined by an iterative Bayesian procedure. The variations in within-segment brand shares within a store are related to promotional variables by a logit model estimated by nonlinear least squares. Store share is modeled as a function of store attractiveness, a summary measure of the store's promotional activity on the multiple brands. Finally, category volume is related to overall product category attractiveness in a model that includes both current and lagged effects. The research approach is applied to the IRI ground coffee data. Results include: (1) the market can be characterized by brand loyal segments, each of which buys mostly their favorite brand, and switching segments, each of which switches mainly among different brands of the same type (e.g., drip, percolator), (2) pro motional variables have significant effects on within-segment

market shares, the effects being different across segments, (3) store share is related significantly to promotional attractiveness of a store, (4) the overall promotional attractiveness of the product category has significant current and lagged effects on category volume, and (5) the lagged effects resulting from consumer purchase acceleration and stockup last longer for brand loyal segments than for switching segments.

Foreign Branding and its Effects on Product Perceptions and Attitudes, FRANCE LECLERC, BERND H. SCHMITT, and LAURETTE DUBÉ, May 1994, 263–70.
See "Brand Management"

Getting an Angle in Advertising: The Effect of Camera Angle on Product Evaluations, JOAN MEYERS-LEVY and LAURA A. PERACCHIO, November 1992, 454–61.
See "Advertising and Media Research"

Guest Editorial: Addressing Disturbing and Disturbed Behavior: Is It Necessary to Change the Way We Conduct Behavioral Science? RICHARD E. PETTY and JOHN T. CACIOPPO, February1996, 1–8.
See "Editorials"

The Impact of Affective Reactions on Attitudes Toward the Advertisement and the Brand: A Step Toward Ecological Validity, CHRISTIAN M. DERBAIX, November 1995, 470–79.
See "Advertising and Media"

The Importance of the Brand in Brand Extension, SUSAN M. BRONIARCZYK and JOSEPH W. ALBA, May 1994, 214–28.
See "Brand Management"

An Investigation of the Mediationa Mechanisms Underlying Attitudinal Conditioning, JOHN KIM, CHRIS T. ALLEN, and FRANK R. KARDES, August 1996, 318–28.
See "Advertising and Media"

Market Share Response When Consumers Seek Variety, FRED M. FEINBERG, BARBARA E. KAHN, and LEIGH McALISTER, May 1992, 227–37.
See "Brand Choice"

Predicting When Two-Sided Ads Will Be More Effective Than One-Sided Ads: The Role of Correlational and Correspondent Inferences, CORNELIA PECHMANN, November 1992, 441–53.
See "Advertising and Media Research"

Promotion Has a Negative Effect on Brand Evaluations—Or Does It? Additional Disconfirming Evidence, SCOTT DAVIS, 1. JEFFREY INMAN, and LEIGH McALISTER, February 1992, 143–48.
See "Brand Choice"

Transitions in Preference Over Time. The Effects of Memory on Message Persuasiveness, JOSEPH W. ALBA, HOWARD MARMORSTEIN, and AMITAVA CHATTOPADHYAY, November 1992, 406–16.
See "Brand Choice"

When to Accentuate the Negative: The Effects of Perceived Efficacy and Message Framing on Intentions to Perform a Health-Related Behavior, LAUREN G. BLOCK and PUNAM ANAND KELLER, May 1995, 192–203.

The authors explore the relationship between perceived efficacy, depth of processing, and message framing. They conduct two experiments on varying health-related issues: sexually transmitted disease and skin cancer. In both studies, the authors demonstrate that a low efficacy condition (i.e., when it is uncertain that following the recommendations will lead to the desired outcome) motivates more in-depth processing. They then show that when subjects process in-depth, negative frames are more persuasive than positive ones. In contrast, a high efficacy condition generates less effortful message processing in which positive and negative frames are equally persuasive.

Why Switch? Product Category–Level Explanations for True Variety-Seeking Behavior, HANS C.M. VAN TRIJP, WAYNE D. HOYER, and J. JEFFREY INMAN, August 1996, 281–92.
See "Brand Evaluation and Choice"

CUSTOMER SERVICE

Behavioral and Psychological Consequences of Boundary Spanning: Burnout for Customer Service Representatives, JAGDIP SINGH, JERRY R. GOOLSBY, and GARY K. RHOADS, November 1994, 558–69.

Marketing boundary spanners—especially customer service representatives—are notably susceptible to burnout. The authors define the burnout construct and develop hypotheses to examine if burnout acts as a partial mediator between role stressors and key behavioral and psychological job outcomes. Responses from 377 customer service representatives reveal that burnout levels are high relative to other burnout-prone occupations (e.g., police, nursing) and that burnout has consistent, significant, and dysfunctional effects on their behavioral and psychological outcomes. Moreover, burnout mediates the negative effects of role stressors on job outcomes, whereas the positive effects of role stressors are unmediated

Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions, WILLIAM BOULDING, AJAY KALRA, RICHARD STAELIN, and VALARIE A. ZEITHAML, February 1993, 7–27.

Relying on a Bayesian-like framework, the authors develop a behavioral process model of perceived service quality. Perceptions of the dimensions of service quality are viewed to be a function of a customer's prior expectations of what will and what should transpire during a service encounter, as well as the customer's most recent contact with the service delivery system. These perceptions of quality dimensions form the basis for a person's overall quality perception, which in turn predicts the person's intended behaviors. The authors first test this model with data from a longitudinal lab oratory experiment. Then they develop a method for estimating the model with one-time survey data, and reestimate the model using such data collected in a field study. Empirical findings from the two tests of the model indicate, among other things, that the two different types of expectations have opposing effects on perceptions of service quality and that service quality perceptions positively affect intended behaviors.

DECISION RESEARCH

Impact of Resource Allocation Rules on Marketing Investment-Level Decisions and Profitability, MURALI K. MANTRALA, PRABHAKANT SINHA, and ANDRIS A. ZOLTNERS, May 1992, 162–75.
See "Strategy and Planning"

The Overconfidence Effect in Marketing Management Predictions, JAYASHREE MAHAJAN, August 1992, 329–42.

Estimating the likelihood of future events is a critical aspect of making a variety of marketing management decisions. Prior re search has shown very robust patterns in the probability assessments of individuals, the predominant finding being that individuals are overconfident. The author theoretically investigates why overconfidence occurs by drawing on prior work on how cognitions are used in decisions. Specifically, the effects of evaluative feedback, counterfactual reasoning, and expertise are explored in two experiments in the context of making strategic marketing predictions. The findings provide some novel insights on overconfidence and accuracy of predictions. They suggest that (1) "humbling" feedback increases accuracy and lowers overconfidence, (2) overconfidence from being "blind sided" can be reduced by counterfactual reasoning, and (3) "richness" of experts' mental representations results in higher overconfidence. The author concludes with a discussion of these findings and managerial implications.

DIFFUSION OF INNOVATIONS

Price Elasticity Dynamics Over the Adoption Life Cycle, PHILIP M. PARKER, August 1992, 358–67.
See "Pricing Research"

A Split Hazard Model for Analyzing the Diffusion of Innovations, RAJIV K. SINHA and MURALI CHANDRASHEKARAN, February 1992, 116–27.

The authors propose and calibrate a "split hazard" model that allows simultaneous modeling of observed heterogeneity with respect to both probability and timing of eventual adoption. Model validation with data for the diffusion of automatic teller machines (ATM) across 3689 banks demonstrates the robustness of the model framework to conceptual and distributional assumptions.

ECONOMETRIC MODELS

Elimination by Dimensions, DENNIS H. GENSCH and SANJOY GHOSE, November 1992, 417–29.

The well-known PRETREE model, though rich in behavioral structural theory, is virtually unused by marketing practitioners. Four problem areas relating to the application of PRETREE are identified. The authors then develop the "elimination-by-dimensions" (EBD) model to address these problems. A key feature of the EBD model is the recognition that most real-life marketing attributes are continuous dimensions, not aspects. The EBD model provides diagnostic information by labeling the specific dimensions consumers use to eliminate alternatives hierarchically. A procedure for naming the key dimensions directly from the data is suggested. Empirical information from both an industrial buying dataset and a consumer product dataset is used to compare the predicted market share estimates of the EBD model with predictions based on Tversky and Sattath's suggested conditional probability approach and the multinomial logit model. The EBD model gives substantially better market share predictions on both datasets than the conditional probability approach. Finally, using only dimensions identified by the disaggregate EBD model, the authors show individual-level predictions to be significantly above the chance level.

An Empirical Comparison of Ratings-Based and Choice-Based Conjoint Models, TERRY ELROD, JORDAN J. LOUVIERE, and KRISHNAKUMAR S. DAVEY, August 1992, 368–77.

The authors compare two approaches to conjoint analysis in terms of their ability to predict shares in a holdout choice task. The traditional approach is represented by three models fit to individual level ratings of full profiles, whereas the other approach is represented by four multinomial logit models fit to choice shares for sets of full profiles. Both approaches predict holdout shares well, with neither the ratings-based nor the choice-based approach dominant, though some models predict better than others. Particularly promising is a new aggregate model that captures departures from in dependence of irrelevant alternatives (IIA).

An Integrative Look at the Use of Additive and Multiplicative Covariance Structure Models in the Analysis of MTMM Data, AJITH KUMAR and WILLIAM R. DILLON, February 1992, 51–64.

First-order confirmatory factor analytic models have had wide spread use in the analysis of multitrait-multimethod (MTMM) data. In contrast to the usual first-order confirmatory factor analytic model for the analysis of MTMM data, other covariance structure models have recently been proposed and advocated. Two such models are Wothke's covariance component analysis model and Browne's direct product model. The authors provide a conceptual and analytic discussion of those alternative procedures and compare them with the conventional first-order confirmatory factor analytic model. They consider the relationship between method factors and trait factors assumed under each model specification. General remarks about the nature of method factors and the likely reasons for lack of fit and ill-defined solutions frequently encountered with use of first-order factor models are presented. The authors also attempt to integrate the various approaches to modeling MTMM data and in so doing provide some perspective on selection of a particular covariance structure model for use in applied research.

Modeling Dyadic Interactions and Networks in Marketing, DAWN IACOBUCCI and NIGEL HOPKINS, February 1992, 5–17.

See Organizational Relationships"

A Split Hazard Model for Analyzing the Diffusion of Innovations, RAJIV K. SINHA and MURALI CHANDRASHEKARAN, February 1992, 116–27.

See "Diffusion of Innovations"

EDITORIALS

Challenges and Opportunities Facing Brand Management: An Introduction to the Special Issue, ALLAN D. SHOCKER, RAJENDRA K. SRIVASTAVA, and ROBERT W. RUEKERT, May 1994, 149–58.

Editorial, VIJAY MAHAJAN, February 1995, iii.

Journal of Marketing Research Editorial Policies, February 1995, iv.

Editorial, BARTON A. WEITZ, February 1992, 1–4.

Editorial: AMA Journal Publication Policy on Disclosure of Research Methodology, BARTON A. WEITZ, May 1992, 161.

The Future of Research in Marketing: Marketing Science, FRANK M. BASS, February 1993, 1–6.

This February 1993 issue begins the 30th Anniversary volume of the *Journal of Marketing Research*. The academic marketing discipline, as reflected in the articles published in JMR, has certainly changed dramatically over this time period. To reflect on these changes and generate discussion about the future directions for marketing research, I have asked several marketing scholars to prepare guest editorials. It is fitting that Frank Bass write the first of these guest editorials. professor Bass is a former editor of the *JMR* and a recipient of the William O'Dell Award for the best paper published in JMR, the Paul D. Converse Award for outstanding contributions to marketing science and theory, and the Richard D. Irwin/American Marketing Association Distinguished Marketing Educator Award. In addition to his research published in the leading marketing and management science journals, Professor Bass has made significant contributions through his former doctoral students who are professors in leading management schools across the world.—Barton A. Weitz, Editor

Guest Editorial: Addressing Disturbing and Disturbed Behavior: Is It Necessary to Change the Way We Conduct Behavioral Science? RICHARD E. PETTY and JOHN T. CACIOPPO, February1996, 1–8.

Guest Editorial: Competition and Game Theory, R. PRESTON McAFEE and JOHN McMILLAN, August 1996, 263–67.

Guest Editorial: Integrative Research in Marketing and Operations Management, UDAY S. KARMARKAR, May 1996, 125–33.

Marketing Science in a Changing Environment, ALVIN J. SILK, November 1993, 401–4.

Psychometric Methods in Marketing Research: Part I, Conjoint Analysis, J. DOUGLAS CARROLL and PAUL E. GREEN, November 1995, 385–91.

See "Market Analysis and Response"

Reflections on "Consumer Preference Formation and Pioneering Advantage," GREGORY S. CARPENTER and KENT NAKAMOTO, November 1994, 570–73.

The authors reflect on the research reported in their 1989 article that won the O'Dell award, the process of publishing that research, and the subsequent research that has grown out of it.

Reflections on "Impact of Sales Promotions on When, What, and How Much to Buy," SUNIL GUPTA, November 1993, 522–24.

The author reflects on the research process, the review process, and the past and future research related to his 1988 article, which won the 1993 O'Dell award.

Weak Signals Versus Strong Paradigms, C.K. PRAHALAD, August 1995, iii–viii.

See "Strategy and Planning"

ETHICS

Organizational Consequences, Marketing Ethics, and Salesforce Supervision, SHELBY D. HUNT and ARTURO Z. VASQUEZ-PARRAGA, February 1993, 78–90.

Using an experimental design, the authors explore organizational consequences and ethical issues in salesforce supervision. The findings suggest that managers' decisions to either discipline or reward the behavior of salespeople are guided primarily by the inherent rightness or wrongness of the salespeople's behaviors (deontological considerations) and only secondarily by the consequences of the behaviors on the organization (teleological factors). The results have implications for salesforce supervision, the P-utility maximization thesis, Etzioni's moderate deontology, and the Hunt-Vitell theory of ethics.

FORECASTING

Incorporating Prior Knowledge into the Analysis of Conjoint Studies, GREG M. ALLENBY, NEERAJ ARORA, and JAMES L. GINTER, May 1995, 152–62.

See "Brand Evaluation and Choice"

Isolating the Determinants of Innovativeness: A Split-Population Tobit (SPOT) Duration Model of Timing and Volume of First and Repeat

Purchase, MURALI CHANDRASHEKARAN and RAJIV K. SINHA, November 1995, 444–56.
See "New Product Development and Launch"

Modeling Consumers' Choices of Multiple Items, BARI A. HARLAM and LEONARD M. LODISH, November 1995, 404–18.
See "Brand Evaluation and Choice"

Nonstationary Conditional Trend Analysis: An Application to Scanner Panel Data, PETER J. LENK, AMBAR G. RAO, and VIKAS TI BREWALA, August 1993, 288–304.

Planning and evaluating consumer promotions is facilitated by knowledge of the types of consumers who contribute to incremental sales. In particular, interest may focus on identifying the contributions of buyers segmented on the basis of their prior purchase history. When the distribution of the number of purchase occasions in a base period can be described by the negative binomial distribution (NBD), conditional trend analysis (CTA) is a simple and effective approach for identifying the sources of incremental sales during a test (promotional) period. As currently implemented, CTA assumes a stationary marketing environment. The authors propose an extension of CTA that explicitly incorporates varying marketing activities. They also show that the often observed underprediction of purchases in the test period by nonbuyers in the base period is a consequence of the skewness of the NBD and is not necessarily due to model misspecification. An illustration with scanner panel data is provided.

Predicting Behavior From Intention-to-Buy Measures: The Parametric Case, ALBERT C. BEMMAOR, May 1995, 176–91.

The author develops a probabilistic model that converts stated purchase intents into purchase probabilities. The model allows heterogeneity between nonintenders and intenders with respect to their probability to switch to a new "true" purchase intent after the survey, thereby capturing the typical discrepancy between overall mean purchase intent and subsequent proportion of buyers (bias). When the probability to switch of intenders is larger (smaller) than that of nonintenders, the overall mean purchase intent overestimates (underestimates) the proportion of buyers. As special cases, the author derives upper and lower bounds on proportions of buyers from purchase intents data and shows the consistency of those bounds with observed behavior, except in predictable cases such as new products and business markets. However, a straightforward modification of the model deals with new product purchase forecasts.

Reflections on "A Meta-Analysis of Applications of Diffusion Models," FAREENA SULTAN, JOHN U. FARLEY, and DONALD R. LEHMANN, May 1996, 247–49.
See "New Product Development and Launch"

A Segmentation Model for the Targeted Marketing of Consumer Durables, BARRY L. BAYUS and RAJ MEHTA, November 1995, 463–69.

The authors use finite mixture distribution theory to develop a segmentation model for targeting potential consumer durable buyers. The model enables them to identify simultaneously durable replacer segments on the basis of household characteristics and product ages and determine which of the household characteristics are significant predictors of segment membership. Using household data for five home appliances, the authors present an empirical application of the model. They also discuss managerial implications and uses of this approach.

A Single Ideal Point Model for Market Structure Analysis, DAVID B. MACKAY, ROBERT F. EASLEY, and JOSEPH L. ZINNES, November 1995, 433–43.
See "Market Analysis and Response"

A Two-Stage Sales Forecasting Procedure Using Discounted Least Squares, STEPHEN A. SMITH, SHELBY H. McINTYRE, and DALE D. ACHABAL, February 1994, 44–56.

The authors develop a two-stage forecasting methodology for estimating the sales responses to marketing and environmental variables when it is likely that their impacts will change unpredictably over time. The methodology is based on an integrated least squares procedure that uses regression analysis in Stage 1 to estimate the coefficients of the controllable and environmental variables in combination with a Stage 2 discounted least squares smoothing procedure that updates key parameters in response to changing marketing conditions. The effectiveness of the methodology is demonstrated by applying it to weekly sales data from a major retail chain.

Using Economic Incentives to Distinguish Perception Bias From Discrimination Ability in Taste Tests, KIN-NAM LAU, GERALD POST, and ALBERT KAGAN, May 1995, 140–51.
See "Brand Evaluation and Choice"

Using Extremes to Design Products and Segment Markets, GREG M. ALLENBY and JAMES L. GINTER, November 1995, 392–403.
See "New Product Development and Launch"

Using Segmentation to Improve Sales Forecasts Based on Purchase Intent: Which "Intenders" Actually Buy? VICKI G. MORWITZ and DAVID SCHMITTLEIN, November 1992, 391–405.
See "Segmentation Research"

Using Survey Data to Predict Adoption and Switching for Services, SAMARADASA WEERAHANDI and SOUMYO MOITRA, February 1995, 85–96.
See "New Product Development and Launch"

INDUSTRIAL MARKETING

A Communications Response Model for a Mature Industrial Product: Application and Implications, SRINATH GOPALAKRISHNA and RABIKAR CHATTERJEE, May 1992, 189–200.

The rising cost of an industrial sales call underscores the need for integration of personal selling with other modes of industrial communication, notably advertising, within the overall context of efficient resource deployment. The authors propose an approach to assess the joint impact of advertising and personal selling effort on sales of a mature industrial product and thereby to plan the overall communications budget and its split between advertising and personal selling. Through an empirical application, they demonstrate the estimation of a communications response model and its use as an input to the planning process In the illustration, the model's recommendation calls for an increase in the total communications budget over the current level, as well as some reallocation among its elements, based on a multiperiod profit-maximizing objective. Finally, to obtain a more general understanding of communications budgeting under different market situations, the authors employ the model to investigate analytically the impact of key market factors on the optimal level and allocation of communications effort.

MANAGERIAL JUDGMENT AND DECISION AIDS

Competitor Orientation: Effects of Objectives and Information on Managerial Decisions and Profitability, J. SCOTT ARMSTRONG and FRED COLIAPY, May 1996, 188–99.
See "Strategy and Planning"

The Financial Information Content of Perceived Quality, DAVID A. AAKER and ROBERT JACOBSON, May 1994, 191–201.
See "Brand Management"

In Search of the Marketing Imagination: Factors Affecting the Creativity of Marketing Programs for Mature Products, JONLEE ANDREWS and DANIEL C. SMITH, May 1996, 174–87.

The profitability of established products is affected greatly by the extent to which they are meaningfully differentiated from competing alternatives. Maintaining meaningful differentiation, in turn, is facilitated by ongoing development of creative marketing programs. Although marketplace observation reveals a general lack of creativity in the way established products are marketed, some product managers are able to devise creative marketing programs for their products. The authors test hypotheses concerning the effects of individual (i.e., product manager) and situation (i.e., planning process) characteristics on marketing program creativity. The findings reveal that marketing program creativity is a function of individual problem-solving inputs (e.g., knowledge of the marketing environment, diversity of experience, diversity of education), motivational factors (e.g., intrinsic motivation, risk taking), and situational factors (e.g., planning process formalization, interaction with others, time pressure).

Internal Customers and Internal Suppliers, JOHN R. HAUSER, DUNCAN I. SIMESTER, and BIRGER WERNERFELT, August 1996, 268–80.
See "Strategy and Planning"

Mastering the Mix: Do Advertising, Promotion, and Sales Force Activities Lead to Differentiation? WILLIAM BOULDING, EUNKYU LEE, and RICHARD STAELIN, May 1994, 159–72.

See "Brand Management"

Modeling Individual Preference Evolution and Choice in a Dynamic Group Setting, MURALI CHANDRASHEKARAN, BETH A. WALKER, HAMES C. WARD, and PETER H. REINGEN, May 1996, 211–23.

Organizational buying and strategic marketing decisions often emerge from a messy process of belief accommodation and compromise. In a longitudinal field study, the authors investigate how the beliefs and preferences of individual actors in a collective decision developed and changed. This provides a rare opportunity to relate beliefs and social influence to articulated preferences, as well as to evaluate the basic assumptions that underlie persuasive arguments theory, a prominent theory of group polarization. Econometric models are employed to test proposed relationships between group processes and outcomes. A model incorporating both cognitive and social process variables accurately predicts 95% of the actors' top choices. The authors provide new insights for understanding the dynamics underlying group polarization and exploring group processes in marketing.

Nonstationary Conditional Trend Analysis: An Application to Scanner Panel Data, PETER J. LENK, AMBAR G. RAO, and VIKAS TI BREWALA, August 1993, 288–304.

See "Forecasting"

The Profit Benefits of Category Management, MICHAEL J. ZENOR, August 1994, 202–13.

See "Brand Management"

MARKET ANALYSIS AND RESPONSE

Analyzing Constant-Sum Multiple Criterion Data: A Segment-level Approach, WAYNE S. DE SARBO, VENKATRAM RAMASWAMY, and RABIKAR CHATTERJEE, May 1995, 222–32.

The authors propose a methodology for determining the segment-level impact of explanatory variables on multiple criterion measures obtained on a constant-sum scale. These explanatory variables could characterize different product, situation, or person related conditions that either occur naturally or are experimentally manipulated. Their proposed methodology simultaneously estimates market segment membership and multivariate segment-level parameters for each dependent criterion, using finite mixtures of conditional Dirichlet distributions. They conduct a modest Monte Carlo simulation analysis to investigate the performance of the proposed methodology. The authors also provide an empirical application to industrial buying decisions that examines the impact of the type of buying situation on multiple vendor selection criteria such as economic cost, functional performance, vendor cooperation, and vendor capability.

A Bayesian Approach for Estimating Target Market Potential With Limited Geodemographic Information, DANIELS. PUTLER, KIRTHI KALYANAM, and JAMES S. HODGES, May 1996, 134–49.

The authors develop a Bayesian approach for inferring the joint distribution of several demographic variables when only information about the marginal distribution of each variable is known and when there is prior information about the correlation between the variables. Using public domain U.S. Census Bureau geodemographic data for Sioux Falls and the state of South Dakota, they apply the approach to four specific marketing problems, two involving direct mail advertising campaigns and two involving the location of a retail site. The empirical applications illustrate the serious bias that results from the assumption that the demographic variables are independent of each other. Overall, the Bayesian approach recovers the underlying joint distribution of the variables of interest well and is unique in its ability to provide a measure of uncertainty about the resulting estimates. Hypothesis testing and the construction of confidence intervals are illustrated in the context of a retail site location application. The results of a Monte Carlo experiment indicate that the Bayesian approach recovers joint densities under a variety of conditions in a robust manner.

A Bayesian Approach to Estimating Household Parameters, PETER E. ROSSI and GREG M. ALLENBY, May 1993, 171–82.

The authors present a Bayesian approach to the estimation of household parameters. Applied to the standard logit model, the procedure produces household-level estimates of all model parameters, enabling researchers to identify differences in household reaction to all variables in the marketing mix. Simulated data are used to study the small-sample performance of the estimator. The estimator can be easily implemented with standard algorithms used to maximize likelihood functions. In application to tuna scanner panel data, strong evidence of heterogeneity in price, display, and feature response (slope) parameters is detected. Approaches that fail to take into account slope heterogeneity are shown to underestimate the value of feature advertising and in-store displays in this dataset. In addition, the household price sensitivity estimates are strongly related to coupon usage and demonstrate how the estimates can be used to implement a targeted household drop.

A Brand's Eye View of Response Segmentation in Consumer Brand Choice Behavior, RANDOLPH E. BUCKLIN, SUNIL GUPTA, and SANGMAN HAN, February 1995, 66–74.

See "Brand Evaluation and Choice"

Building Market Structures From Consumer Preferences, LEE G. COOPER and AKIHIRO INOUE, August 1996, 293–306.

The authors present a model that maps competitive market structures by identifying the preference structure of each consumer segment. By marrying two different data types—switching probabilities and attribute ratings—their model divides a market into several homogeneous submarkets in which consumers consider a distinctive subset of brands (consideration set of competitive group) with a segment-specific rule for attribute evaluations and a segment-specific ideal point. Using data published in Harshman and colleagues' (1982) work, the authors examine the U.S. car market and find brand-loyal segments for all car types except those favored by first-time buyers, a universal market, and five switching segments that consider car groups offering the nation of origin, size, and luxury level. Breaking the switching segment into finer partitions gives a better account of the data than the Colombo-Morrison model or an asymmetric generalization of that model. The authors advocate the development of marketing goals with respect to each of the segment maps in the hope that it will lead to more synergistic marketing strategies for brands encountering multifaceted competition.

Capturing Geographically Localized Misspecification Error in Retail Store Choice Models, ROLAND T. RUST and NAVEEN DONTHU, February 1995, 103–10.

See "Statistical Methods"

Competitive-Component Analysis: A New Approach to Calibrating Asymetric Market-Share Models, LEE G. COOPER, DANIEL KLAPPER, and AKIHIRA INOUE, May 1996, 224–38.

See "Statistical Methods"

Do Household Scanner Data Provide Representative Inferences From Brand Choices? A Comparison With Store Data, SACHIN GUPTA, PRADEEP CHINTAGUNTA, ANIL KAUL, and DICK R. WITTINK, November 1996, 383–98.

The authors investigate whether household scanner data provide representative inferences about brand choice behavior. They show the (analytical) equivalence of the homogeneous brand choice logit and the multinomial store sales models. Then, they determine how results for the homogeneous logit model estimated with actual household data deviate from results for the multinomial model estimated with actual store data from the same community. They also perform this comparison using model specifications that provide average estimated parameters while accommodating unobserved household heterogeneity. The authors find statistical support for the hypothesis that panelist households are not representative, whether household heterogeneity is or is not accommodated. Substantively, however, the average estimated price elasticities are close for the household and store data analyzed, if the household data are selected on the basis of purchase selection. An alternative selection procedure, called *household selection*, which is used for the analysis of complete household purchase records, provides results that strongly differ from the purchase selection results.

The Effects of Culture and Socioeconomics on the Performance of Global Brand Image Strategies, MARTIN S. ROTH, May 1995, 163–75.

See "Brand Management"

Equity Estimation and Assessing Market Response, ALBERT R. WILDT, November 1993, 437–51.

See "Statistical Methods"

Excess Behavioral Loyalty for High-Share Brands: Deviations from the Dirichlet Model for Repeat Purchasing, PETER S. FADER and DAVID C. SCHMITTLEIN, November 1993, 478–93.

Small market-share brands are known to suffer from two specific disadvantages compared with high-share brands: they tend to have fewer buyers than high-share brands, and they also tend to be bought less often (Ehrenberg, Goodhardt, and Barwise 1990). The authors consider a third important advantage for high-share brands: unusually high behavioral loyalty (e.g., degree of repeat purchasing). We show, across many product-markets in both Japan and the U.S., that high-share brands have significantly greater loyalty than the levels that would be expected on the basis of a popular consumer purchase model (the Dirichlet model). Several possible causes for this effect are examined, including four key assumptions that underlie the Dirichlet model. The most likely source appears to be the existence of distinct consumer segments, which may emerge through the distribution strategies pursued by both large brands and small retailers. The authors discuss other possible causes of this market share premium as well as several of its managerial implications.

Exchange Interdependence and Interfirm Interaction: Research in a Simulated Channel Setting, GREGORY T. GUNDLACH and ERNEST R. CADOTTE, November 1994, 516–32.

The authors employ a simulated market channel to investigate two properties of interdependence—magnitude and relative asymmetry. Increasing magnitudes of joint dependence are associated with more frequent use of noncoercive strategies, less frequent use of coercive strategies, lower residual conflict, and more favorable evaluations of partner performance. These results support the relational exchange paradigm. Findings for relative asymmetry were not anticipated but are informative. First, an increasing power advantage did not result in the predicted greater use of threats and punishments, although demands and normative statements were more prevalent. Second, one side of the dyad decreased its use of rewards and the other increased its use of rewards, promises, and information persuasion. As predicted, an increasing power advantage (lower relative dependence) is associated with less favorable performance evaluations of exchange partners and less residual conflict.

A Factor-Analytic Probit Model for Representing the Market Structure in Panel Data, TERRY ELROD and MICHAEL P. KEANE, February 1995, 1–16.

Internal market structure analysis infers both brand attributes and consumer preferences for those attributes from preference or choice data. The authors exploit a new method for estimating probit models from panel data to infer market structures that can be displayed in few dimensions, even though the model can represent every possible vector of purchase probabilities. The result outperforms each of several other models, including Choice Map, SCULPTRE, and Chintagunta's latent class model in terms of goodness of fit, predictive validity, and face validity for a detergent data set. Because theirs is the only market structure model to outperform the structureless Dirichlet-multinomial stochastic brand choice model, the other methods cannot claim to have recovered market structure for these data.

How Consumers Allocate Their Time When Searching for Information, R. HAUSER, GLEN L. URBAN, and BRUCE WEINBERG, November 1993, 452–66.

See "New Product Development and Launch"

Inferring Market Structure With Aggregate Data: A Latent Segment Logit Approach, MICHAEL J. ZENOR and RAJENDRA K. SRIVASTAVA, August 1993, 369–79.

In this paper, the authors introduce a "latent segment logit" (LSL) model that allows the identification of latent market segments when only macro-level time-series data (e.g., market share or sales, not individual choices) are available. The proposed model provides a paramorphic representation of market structure, based on the notion that 'structure" implies heterogeneity in preferences and/or response to marketing mix elements. It assumes that independence of irrelevant alternatives (IIA) holds within latent segments. Estimates for segment characteristics (including size, brand preferences, and sensitivity to marketing mix variables) are obtained by applying the model to aggregated longitudinal panel data. Validation tests are conducted on both the aggregated and disaggregated panel data. Aggregate validation demonstrates that the model is superior to standard market share models in terms of calibration and predictive fit. Disaggregated validation demonstrates that the latent segments recovered by the model account for much of the variation across household purchase histories, even though these data were not utilized in the estimation.

An Integrated Framework for Relating Diverse Consumer Characteristics to Supermarket Coupon Redemption, BANWARI MITTAL, November 1994, 533–34.

The author proposes a model of consumer redemption of grocery coupons, integrating the separate literatures on consumer demographics, nondemographic consumer characteristics, and cost/benefit perceptions. The model posits that demographics are poor predictors of coupon-use behavior, because they are the farthest in the causal chain. The effects of demographics are mediated by three layers of mediating variables, each successively closer to coupon attitudes and use. Data from a sample of grocery shoppers show most of the hypothesized mediational paths to be significant. The research cautions against arbitrary use of demographics for targeting promotional efforts and offers an approach to constructing an understanding of the psychological processes that mediate between consumers' demographics and their marketplace behaviors.

Joint Segmentation on Distinct Interdependent Bases With Categorical Data, VENKATRAM RAMASWAMY, RABIKAR CHATTERJEE, and STEVEN H. COHEN, August 1996, 337–50.

See "Statistical Methods"

Log-Linear Trees: Models of Market Structure in Brand Switching Data, THOMAS P. NOVAK, August 1993, 267–87.

See "Statistical Methods"

Market-Oriented Ethnography: Interpretation Building and Marketing Strategy Formulation, ERIC J. ARNOULD and MELANIE WALLENDORF, November 1994, 484–504.

The authors show how ethnography can provide multiple strategically important perspectives on behaviors of interest to marketing researchers. They first discuss the goals and four essential characteristics of ethnographic interpretation. Then they review the particular contributions to interpretation of several kinds of ethnographic observation and interview data. Next they discuss how interpretations are built from ethnographic data. They show how multilayered interpretations of market phenomena emerge through systematic analysis of complementary and discrepant data. Finally, the authors articulate three representational strategies that are used to link multi-layered interpretations to marketing strategy formulation. They suggest that ethnographic methods are appropriate for apprehending a wide variety of consumption and use situations with implications for market segmentation and targeting; product and service positioning; and product, service, and brand management

Metric Conjoint Segmentation Methods: A Monte Carlo Comparison, MARCO VRIENS, MICHEL WEDEL, and TOM WILMS, February 1996, 73–85.

See "Statistical Methods"

Modeling the Response Pattern to Direct Marketing Campaigns, AMIYA K. BASU, ATASI BASU, and RAJEEV BATRA, May 1995, 204–12.

The authors propose a new model of response pattern to a direct marketing campaign. They estimate their model and four competing model forms using a new maximum likelihood procedure for response data from four different campaigns. Their proposed model fits the data very well. The authors then offer a method to use the model to estimate the eventual number of responses to a campaign using early return data and knowledge of past campaigns. Finally, the authors suggest an application to predicting returns to mail surveys.

Modifying Cluster-Based Segments to Enhance Agreement With an Exogenous Response Variable, ABBA M. KRIEGER and PAUL E. GREEN, August 1996, 351–63.

See "Statistical Methods"

Psychometric Methods in Marketing Research: Part I, Conjoint Analysis, J. DOUGLAS CARROLL and PAUL E. GREEN, November 1995, 385–91.

The Role of the Scale Parameter in the Estimation and Comparison of Multinomial Logit Models, JOFFRE SWAIT and JORDAN LOUVIERE, August 1993, 305–14.

See "Statistical Methods"

A Single Ideal Point Model for Market Structure Analysis, DAVID B. MACKAY, ROBERT F. EASLEY, and JOSEPH L. ZINNES, November 1995, 433–43.

Computing unsegmented product maps from preference data by means of single ideal point models is commonly thought to be impossible because of indeterminacy problems. The authors show that this math-

ematical indeterminacy can be overcome by incorporating dependent sampling assumptions into a probabilistic multidimensional scaling (MDS) model. As a result, product space maps can be estimated for single markets from preference data alone. If desired, dissimilarity data can be combined with preference data to produce jointly estimated product space maps. The authors illustrate the advantages of the proposed approach with real and simulated data. They also make comparisons to both internal and external deterministic models. The results are favorable.

Studying Consideration Effects in Empirical Choice Models Using Scanner Panel Data, RICK L. ANDREWS and T.C. SRINIVASAN, February 1995, 30–41.

The authors develop a dynamic consideration set formation model, complementary to the static model developed by Roberts and Lattin (1991). The model does not require direct consumer reports of consideration and therefore can be applied to scanner data. Explicitly incorporating consideration effects appears to improve the multinomial logit model significantly.

Toward Formalizing Fashion Theory, CHRISTOPHER M. MILLER, SHELBY H. McINTYRE, and MURALI K. MANTRALA, May 1993, 142–57.

The authors develop a theoretical framework of the fashion process and a mathematical model of that framework. Basic constructs related to an individual's motivations for adopting fashions are extracted from the fashion literature and related to the individual's fashion decision process. The individual-level model is then integrated into a societal-level framework that can be represented as a system of difference equations. The parameters of the system rep resent static interpersonal influence networks. The general solution for the system of difference equations is presented and the dynamic implications of several interpersonal influence patterns assumed in previous research are derived mathematically.

MARKET RESEARCH UTILIZATION

Relationships Between Providers and Users of Market Research: The Dynamics of Trust Within and Between Organizations, CHRISTINE MOORMAN, GERALD ZALTMAN, and ROHIT DESHPANDE, August 1992, 314–28.

The authors investigate the role of trust between knowledge users and knowledge providers. The kind of knowledge of special concern is formal market research. Users include marketing and non marketing managers; providers include marketing researchers within a user's own firm and those external to the firm. A theory of the relationships centering on personal trust is developed to examine (1) how users- trust in researchers influences various relationship processes and the use of market research and (2) how the relation ships vary when examined across different types of individual and organizational contexts. The relationships were tested in a sample of 779 users and providers of market research information. Results indicate that trust and perceived quality of interaction contribute most significantly to research utilization, with trust having indirect effects through other relationship processes, as opposed to important direct effects on research utilization. Deeper levels of ex change, including researcher involvement in the research process and user commitment to the research relationship, have unexpected negative effects on research use. Finally, the relationships in the model are strengthened when the researcher and user share a marketing orientation, do not share a research orientation, and are members of the same organization.

MEASUREMENT

Benchmarks for Discrete Choice Models, MANOHAR U. KALWANI, ROBERT J. MEYER, and DONALD G. MORRISON, February 1994, 65–75.

In assessing the performance of a choice model, we have to answer the question, "Compared with what?" Analyses of consumer brand choice data historically have measured fit by comparing a model's performance with that of a naive model that assumes a household's choice probability on each occasion equals the aggregate market share of each brand. The authors suggest that this benchmark could form an overly naive point of reference in assessing the fit of a choice model calibrated on scanner-panel data, or any repeated-measures analysis of choice. They propose that fairer benchmarks for discrete choice models in marketing should incorporate heterogeneity in consumer choice probabilities, evidence for which is by now well documented in the marketing literature. They use simulated data to compare the performance of parametric and nonparametric benchmark models, which allow for heterogeneity in consumer choice probabilities, with the performance of the aggregate share-based benchmark model, which assumes consumers are homogenous in their choice probabilities. They also assess the performance of two previously published consumer behavior models against the proposed fairer benchmark models that allow for heterogeneity in consumer choice probabilities. They find that one provides a significantly better fit than their more conservative benchmark models and the other performs less favorably.

Capturing Individual Differences in Paired Comparisons: An Extended BTL Model Incorporating Descriptor Variables, WILLIAM R. DILLON, AJITH KUMAR, and MELINDA SMITH de BORRERO, February 1993, 42–51.

The method of paired comparisons addresses the problem of determining the scale values of a set of stimuli on a preference continuum that is not directly observable. The conventional approach in analyzing paired comparisons is to view all individuals as homogeneous and estimate a single vector of scale values for the stimuli. The authors describe an extended BTL model, a simultaneous segmentation and estimation procedure for paired comparisons that can also accommodate descriptor variables, if available. The procedure extends methods for analyzing paired comparisons in two important ways. First, recognizing that individuals may be heterogeneous in their preference structure, the model attempts to group individuals into segments, where individuals belonging to the same segment can be characterized adequately by a segment-specific set of scale values. Second, the model allows descriptor variables to be incorporated into the analysis. Though incorporating descriptor variables in the analysis of paired comparisons entails some additional estimation issues, the ability to calibrate stimulus scale values for different market segments and to understand the potential reasons why the relative locations of the stimuli as perceived by per sons making the judgments vary according to the latent segment to which an individual belongs appears to be an extremely useful feature of the proposed method.

Carryover and Backfire Effects in Marketing Research, BARBARA A. BICKART, February 1993, 52–62.

See "Survey Design"

Designs of Discrete Choice Set Experiments for Estimating Both Attribute and Availability Cross Effects, ANDREAS G. LAZARI and DONALD A. ANDERSON, August 1994, 375–83.

Probabilistic discrete choice experiments are frequently applied in strategic policy, management, and marketing problems to model and predict consumer choice behavior. The authors consider the construction of a class of discrete choice set experiment designs for estimating all availability and attribute cross effects where there are m brands and one attribute for each brand.

Do Household Scanner Data Provide Representative Inferences From Brand Choices? A Comparison With Store Data, SACHIN GUPTA, PRADEEP CHINTAGUNTA, ANIL KAUL, and DICK R. WITTINK, November 1996, 383–98.

See "Market Analysis and Response"

The Effectiveness of Alternative Preference Elicitation Procedures in Predicting Choice, JOEL HUBER, DICK R. WITTINK, JOHN A. FIEDLER, and RICHARD MILLER, February 1993, 105–14.

In a large-scale national study, the authors evaluated the effectiveness of several preference elicitation techniques for predicting choices. The criteria for accuracy included both individual hilrales and a new measure, the mean absolute error predicting aggregate share using a logit choice simulator. The central finding is that hybrid models combining information from different preference elicitation tasks consistently outperform models based on one task. For example, ACA, a method that combines a self-explicated prior with relative preference measures on pairs, predicts choices better than full-profile conjoint when warmup tasks are lacking. However, there is no difference between the models if ACA's prior is combined with the full-profile information. Further, the most accurate method combines data from all three sources, suggesting that each preference elicitation technique taps a different aspect of the choice process in the validation task. Finally, full-profile conjoint is found to be significantly more accurate after rather than before, other preference elicitation tasks, implying that its performance can be improved with warmup exercises.

Efficient Experimental Design with Marketing Research Applications, WARREN F. KUHFELD, RANDALL D. TOBIAS, and MARK GARRATT, November 1994, 545–57.

The authors suggest the use of D-efficient experimental designs for conjoint and discrete-choice studies, discussing orthogonal arrays, nonorthogonal designs, relative efficiency, and nonorthogonal design algorithms. They construct designs for a choice study with asymmetry and interactions and for a conjoint study with blocks and aggregate interactions.

Electronic Information Systems for Consumers: An Evaluation of Computer-Assisted Formats in Multiple Decision Environments, ROBERT E. WIDING II and W. WAYNE TALARZYK, May 1993, 125–41.

See "Consumer Behavior"

Heterogeneous Logit Model Implications for Brand Positioning, PRADEEP K. CHINTAGUNTA, May 1994, 304–11.

See "Brand Management"

Hispanic and Anglo Interviewer and Respondent Ethnicity and Gender: The Impact on Survey Response Quality, CYNTHIA WEBSTER, February 1996, 62–72.

See "Survey Design"

The Importance of Utility Balance in Efficient Choice Designs, JOEL HUBER and KLAUS ZWERINA, August 1996, 307–17.

See "Statistical Methods"

Improving Rating Scale Measures by Detecting and Correcting Bias Components in Some Response Styles, ERIC A. GREENLEAF, May 1992, 176–88.

The author examines whether the response styles of yeasaying and standard deviation in rating scale responses convey information on respondents' attitudes or create bias that distorts attitude information and marketing research. A method is proposed to identify attitude information components and bias components in response styles, using prediction errors in attitude-behavior models. Analysis of data from a large-scale consumer survey supports the presence of both attitude information and bias components in standard deviation, and an attitude information but not a bias component in yeasaying. This finding suggests that correcting rating scale data by removing the bias but not the attitude information in standard deviation can increase the accuracy of survey research. Examples are given of how bias in standard deviation, and the scoring correction, affect segmentation research.

Influence Strategies in Marketing Channels: Measures and Use in Different Relationship Structures, BRETT BOYLE, F. ROBERT DWYER, ROBERT A. ROBICHEAUX, and JAMES T. SIMPSON, November 1992, 462–73.

See "Channels of Distribution"

A Measure of Market Orientation, AJAY K. KOHLI, BERNARD J. JAWORSKI, and AJITH KUMAR, November 1993, 467–77.

In recent years, academic and practitioner interest has focused on market orientation and factors that engender this orientation in organizations. However, much less attention has been devoted to developing a valid measure of market orientation. Here we define market orientation as the organizationwide generation of market intelligence pertaining to current and future needs of customers, dissemination of intelligence horizontally and vertically within the organization, and organizationwide action or responsiveness to market intelligence. The authors describe a procedure to develop a measure of the construct. Key features of the research methodology include several rounds of pretesting, a single-informant assessment, and a multi-informant (both marketing and nonmarketing executives) replication and extension. The multi-informant results indicate that the proposed market orientation scale may be best represented by factor structure that includes one general market orientation factor, one factor for intelligence generation, one factor for dissemination and responsiveness, one marketing informant factor, and one nonmarketing informant factor. Taking into account the informant factors, the subsequent validation tests are moderately supportive of the market orientation construct. The authors discuss methodological, substantive, and application directions for future research in light of these findings.

Modeling Hierarchical Conjoint Processes With Integrated Choice Experiments, HARMEN OPPEWAL, JORDAN J. LOUVIERE, and HARRY J.P. TIMMERMANS, February 1994, 92–105.

The authors propose and illustrate an extension of the method of Hierarchical Information Integration (HII). HII allows one to handle large numbers of attributes in conjoint tasks by designing subexperiments that include subsets of attributes. It assumes that individuals can use general attributes or decision constructs to summarize their impressions of these subsets, which could be clusters of detailed, managerially relevant attributes. The proposed extension involves the design of subexperiments that include attributes plus summary evaluations of remaining constructs. Advantages are that subexperiments can be analyzed separately but also jointly to estimate one overall preference or choice model; a more flexible and easy task is obtained; and one can test the assumed hierarchical decision structure. The authors illustrate the approach with an application that models consumer choice of shopping center. In this application, results partially support the hierarchical structure and predictive validity. Finally, the authors discuss implications for further research.

Richness Curves for Evaluating Market Segmentation, THOMAS P. NOVAK, IAN de LEEUW, and BRUCE MacEVOY, May 1992, 254–67.

See "Segmentation Research"

Signal Detection Theory and Single Observation Designs: Methods and Indices for Advertising Recognition Testing, J. DENNIS CRADIT, ARMEN TASHCHIAN, and CHARLES F. HOFACKER, February 1994, 117–27.

See "Advertising and Media"

A Survey-Based Method for Measuring and Understanding Brand Equity and Its Extendibility, CHAN SU PARK and V. SRNINIVASAN, May 1994, 271–88.

See "Brand Management"

Understanding Brand Competition Using Micro and Macro Scanner Data, GARY J. RUSSELL and WAGNER A. KAMAKURA, August 1994, 289–303.

See "Brand Management"

When Persuasion Goes Undetected: The Case of Comparative Advertising, RANDALL L. ROSE, PAUL W. MINIARD, MICHAEL J. BARONE, KENNETH C. MANNING, and BRIAN D. TILL, August 1993, 315–30.

Why does the weight of current empirical evidence indicate little difference in the persuasiveness of comparative and noncomparative advertising? One explanation explored in this research is that the measures commonly used for assessing the persuasive impact of comparative advertising are limited in their ability to capture the unique effects that may arise from this type of advertising. Measures that capture relative impressions of the advertised and comparison brands are found to be far more sensitive in detecting persuasion effects of comparative advertising. Moreover, the appropriateness of different types of relative measures is shown to depend on the correspondence between the encoding frame adopted during ad processing and the measure's response frame.

NEW PRODUCT DEVELOPMENT AND LAUNCH

Consideration Sets in Conjoint Analysis, KAMEL JEDIDI, RAJEEV KOHLI, and WAYNE S. DESARBO, August 1996, 364–72.

See "Statistical Methods"

Determinants of Competitor Response Time to a New Product Introduction, DOUGLAS BOWMAN and HUBERT GATIGNON, February 1995, 42–53.

This research studies a neglected dimension of competitive defensive strategy—the speed of a competitor's reaction to the introduction of a new product. Building on the literature in organizational and strategic management, the authors investigate how the strategic pressures facing a firm and its organizational characteristics influence the speed with which it is willing and able to respond. A model that considers the ordered nature of the dependent measure is specified and estimated using PIMS data on industrial and consumer product manufacturers. Market growth, the market share of the reacting firm, the typical new product development time and the frequency of product changes in the industry, and the market share of the threatening firm appear to be significant determinants of reaction time.

The Effects of Advertised and Observed Quality on Expectations About New Product Quality, PRAVEEN K. KOPALLE and DONALD R. LEHMANN, August 1995, 280–90.

The authors describe a model of the effects of advertised and observed quality on consumer expectations about new product quality. They test the model using data from two computer-controlled shopping experiments. In both studies, quadratic and gamma specifications for the effect of advertising claim discrepancy on expectation change fit better than a linear model. Furthermore, the adaptive expectations framework describes the updating of consumer expectations when the consumer observes the quality of the new product. In this setting, the observed quality is more influential than the advertised quality in changing expectations, and "good news" is discounted, whereas "bad news" is more readily accepted.

Guest Editorial: Integrative Research in Marketing and Operations Management, UDAY S. KARMARKAR, May 1996, 125–33.
See "Editorials"

How Consumers Allocate Their Time When Searching for Information, R. HAUSER, GLEN L. URBAN, and BRUCE WEINBERG, November 1993, 452–66.

The authors assume consumers maximize value subject to a constraint on their time. The value of positive information is the in crease in the expected utility of the consideration set, the value of negative information is the utility of choosing on the basis of the information versus the utility of a potentially erroneous decision without information. They examine four rules consumers use to select the order in which to visit sources. They use a multimedia computer laboratory, which allows consumers free choice among show room visits, word-of-mouth interviews, magazine articles, and advertising for a new automobile. They estimate source value, compare predictions of time allocations to actual allocations, examine the impact of time constraints on the use of negative information, and calculate the relative performance of the source-order decision rules. They close with suggestions for experiments.

How Well Do You Know Your Partner? Strategies for Formulating Proxy-Reports and Their Effects on Convergence to Self-Reports, GEETA MENON, BARBARA BICKART, SEYMOUR SUDMAN, and JOHNNY BLAIR, February 1995, 75–84.
See "Survey Design"

Isolating the Determinants of Innovativeness: A Split-Population Tobit (SPOT) Duration Model of Timing and Volume of First and Repeat Purchase, MURALI CHANDRASHEKARAN and RAJIV K. SINHA, November 1995, 444–56.

The authors present the Split-Population Tobit (SPOT) duration model to incorporate two conceptually distinct dimensions of innovativeness in a single framework, namely, the timing and volume of adoption. Rather than utilizing a diffusion model specification based on word-of-mouth and social contagion effects, the present approach uses a growth model specification and delineates a general function of time to describe the distribution of adoption timing. Estimation and several validation exercises performed on a data set describing the diffusion of personal computers across a sample of over 3000 U.S. firms provide strong support for the superiority of the SPOT model over models derived from restricted conceptualizations of innovativeness. The empirical work, albeit modest, tests the impact of covariates, such as firm-size and decision-centralization, on the dimensions of innovativeness and sheds light on some inconsistent findings in the innovation adoption literature. The authors subsequently derive the extended SPOT model (EXT-SPOT) to incorporate repeat purchase volume and timing in the SPOT framework. Finally, they discuss limitations, further research directions, and implications for the practitioner.

Marketing's Limited Role in New Product Development in One Computer Systems Firm, JOHN P. WORKMAN, JR., November 1993, 405–21.

The marketing literature has traditionally assumed that people in marketing and sales play a central role in product development activities. Though recent work has recognized that marketing may be less central in high-tech firms, there has been little empirical examination of the role marketing does play in these situations. This article, based on nine months of participant observation in a computer systems firm, first provides an overview of the product development process and then describes impediments that prevent marketing groups from exerting greater control over product development decisions. The author then turns to ways in which marketing groups work within these constraints, exerting their influence through informal networks, coalition building to champion specific projects in engineering, and going to the external market to "complete the product" for their respective market segments. He concludes by assessing the implications for research in high-tech firms and considering managerial implications.

Organizational Market Information Processes: Cultural Antecedents and New Product Outcomes, CHRISTINE MOORMAN, August 1995, 318–35.

Organizational research suggests that the way information is used is likely to be a function of the presence of organizational systems or processes, in addition to individual manager activities. The author suggests that firms vary their emphasis on certain organizational market information processes, such as information acquisition, information transmission, conceptual use of information, and instrumental use of information. The author argues that the emphasis is determined, in part, by the congruence, or fit, among an organization's cultural norms and values and theorizes that the presence of these organizational information processes affects new product outcomes. Survey results indicate that clans dominate the other cultures in predicting organizational market information processes, suggesting that information processes are fundamentally "people processes" that involve commitment and trust among organizational members. The results have important implications for balancing internal and external orientations within firms. The results also indicate that the information utilization processes, especially those that are conceptual in nature, are strong predictors of new product performance, timeliness, and creativity, indicating that competitive advantage is tied to information utilization activities in firms.

Pioneer Advantage: Marketing Logic or Marketing Legend? PETER N. GOLDER and GERARD J. TELLIS, May 1993, 158–70.

Several studies have shown that pioneers have long-lived market share advantages and are likely to be market leaders in their product categories. However, that research has potential limitations: the reliance on a few established databases, the exclusion of nonsurvivors, and the use of single-informant self-reports for data collection. The authors of this study use an alternate method, historical analysis, to avoid these limitations. Approximately 500 brands in 50 product categories are analyzed. The results show that almost half of market pioneers fail and their mean market share is much lower than that found in other studies. Also, early market leaders have much greater long-term success and enter an average of 13 years after pioneers.

Predicting Behavior From Intention-to-Buy Measures: The Parametric Case, ALBERT C. BEMMAOR, May 1995, 176–91.
See "Forecasting"

Reflections on "A Meta-Analysis of Applications of Diffusion Models," FAREENA SULTAN, JOHN U. FARLEY, and DONALD R. LEHMANN, May 1996, 247–49.

The authors reflect on their 1990 article, which won the 1995 William F. O'Dell Award, and the past and future trends in studies of diffusion and of empirical generalization.

Toward Formalizing Fashion Theory, CHRISTOPHER M. MILLER, SHELBY H. McINTYRE, and MURALI K. MANTRALA, May 1993, 142–57.
See "Market Analysis and Response"

Using Demonstration to Increase New Product Acceptance: Controlling Demonstration Time, AMIR HEIMAN and EITAN MULLER, November 1996, 422–30.
See "Selling"

Using Economic Incentives to Distinguish Perception Bias From Discrimination Ability in Taste Tests, KIN-NAM LAU, GERALD POST, and ALBERT KAGAN, May 1995, 140–51.
See "Brand Evaluation and Choice"

Using Extremes to Design Products and Segment Markets, GREG M. ALLENBY and JAMES L. GINTER, November 1995, 392–403.

Current marketing methodologies used to study consumers are inadequate for identifying and understanding respondents whose preferences for a product offering are most extreme. These "extreme respondents" have important implications for product design and market segmentation decisions. The authors develop a hierarchical Bayes random-effects model and apply it to a conjoint study of credit card attributes. Their proposed model facilitates an in-depth study of respondent heterogeneity, especially of extreme respondents. The authors demonstrate the importance of characterizing extremes in identifying important product attributes and predicting the success of potential products.

Using Survey Data to Predict Adoption and Switching for Services, SAMARADASA WEERAHANDI and SOUMYO MOITRA, February 1995, 85–96.

The authors consider the diffusion of a service when customers can switch among competing offerings of the service. Explicit formulas for brand switching and adoption probabilities are obtained in terms of customer characteristics, marketing strategies, and product attributes. The procedure of fitting the model with survey data is illustrated by a telecommunications application. The model is useful in identifying target markets and demand forecasting.

ORGANIZATIONAL RELATIONSHIPS

Modeling Dyadic Interactions and Networks in Marketing, DAWN IACOBUCCI and NIGEL HOPKINS, February 1992, 5–17.

Many substantive areas in marketing share a basic concern with relationships. Social network and dyadic interaction methods are techniques that can enrich a researcher's understanding of the structure of relationships, whether a few actors or many are involved and whether the relationships are at the consumer or business level. Network models are discussed in a variety of substantive areas, including coalition formation in buying centers, identification of opinion leaders in word-of-mouth networks, power and cooperation in channel dyads, conflict resolution in family purchasing, and the management of expectations in service encounters. In addition, important modeling advances are described, including techniques that enable researchers to make comparisons between networks and adaptations of reciprocity parameters to allow for identification of stochastic cliques .

Relationships Between Providers and Users of Market Research: The Dynamics of Trust Within and Between Organizations, CHRIS TINE MOORMAN, GERALD ZALTMAN, and ROHIT DESHPANDE, August 1992, 314–28.

See "Market Research Utilization"

The Use of Pledges to Build and Sustain Commitment in Distribution Channels, ERIN ANDERSON and BARTON WEITZ, February 1992, 18–34.

See "Channels of Distribution"

Vertical Trade Relationships: The Role of Dependence and Symmetry in Attaining Organizational Goals, LAURANNE BUCHANAN, February 1992, 65–75.

The perspective that dependence on vertical trade partners should be avoided has been countered recently by the view that there are advantages to strong ties between firms. The author offers a frame work from which trade partners can assess the potential costs and benefits of trade relationships and empirically investigates the impact of trade relationships on the firm's ability to realize performance goals.

PRICING

Consumer Price and Promotion Expectations: An Experimental Study, MANOHAR U. KALWANI and CHI KIN YIM, February 1992, 90–100.

The authors report results from a controlled experiment designed to investigate the impact of a brand's price promotion frequency and the depth of promotional price discounts on the price consumers expect to pay for that brand. A key feature of the work is that expected prices elicited directly from respondents in the experiment are used in the analysis, as opposed to the latent or surrogate measures of expected prices used in previous studies. As hypothesized, both the promotion frequency and the depth of price discounts are found to have a significant impact on price expectations. Evidence also supports a region of relative price insensitivity around the expected price, such that only price changes outside that region have a significant impact on consumer brand choice. Further, the authors find that consumer expectations of both price and promotional activities should be considered in explaining consumer brand choice behavior. Specifically, the presence of a promotional deal when one is not expected or the absence of a promotional deal when one is expected may have a significant impact on consumer brand choice. Finally, as in the case of price expectations, consumer response to promotion expectations is found to be asymmetric in that losses loom larger than gains.

Determinants of Store-Level Price Elasticity, STEPHEN J. HOCH, BYUNG-DO KIM, ALAN L. MONTGOMERY, and PETER E. ROSSI, February 1995, 17–29.

Using weekly scanner data representing 18 product categories, the authors estimated store-specific price elasticities for a chain of 83 supermarkets. They related these price sensitivities to a comprehensive set of demographic and competitor variables that described the trading areas of each of the stores. Despite the inability of previous research to find much of a relationship between consumer characteristics and price sensitivity, 11 demographic and competitive variables explain on average 67% of the variation in price response. Moreover, the authors found that the consumer demographic variables are much more influential than competitive variables. Their findings open the possibility for more effective everyday and promotional pricing strategies that exploit store-level differences in price sensitivity.

How Buyers Perceive Savings in a Bundle Price: An Examination of a Bundle's Transaction Value, MANJIT S. YADAV and KENT B. MONROE, August 1993, 350–58.

Although bundling, the selling of two or more products and/or services at a single price, has a history of economic research, marketing-oriented investigation have appeared only recently. This pa per examines buyers' perceptions of overall savings when they evaluate a bundle offer. Such perceptions of overall bundle savings may consist of two separate perceptions of savings, each with a different relative influence: (1) perceived savings on the individual items if purchased separately and (2) perceived additional savings on the bundle. Results of an experiment indicate that additional savings offered directly on the bundle have a greater relative impact on buyers' perceptions of transaction value than savings offered on thc bundle's individual items. The effect of each saving is also influenced by the magnitude of the other saving.

Limited Choice Sets, Local Price Response, and Implied Measures of Price Competition, BART J. BRONNENBERG and WILFRIED R. VANHONACKER, May 1996, 163–73.

See "Brand Evaluation and Choice"

A Model of How Discounting High-Priced Brands Affects the Sales of Low-Priced Brands, RAJ SETHURAMAN, November 1996, 399–409.

See "Promotion"

Price Elasticity Dynamics Over the Adoption Life Cycle, PHILIP M. PARKER, August 1992, 358–67.

Little empirical research has been conducted to test the dynamic behavior of elasticities over the product life cycle. Competing specifications of price elasticity dynamics are examined to test the prevailing hypothesis that elasticities increase-over the adoption life cycle or diffusion process. Though not supporting the hypothesis, the empirical results suggest that certain factors, including the degree to which a product is a necessity and faces competitive substitutes, affect elasticity dynamics.

Price Perceptions and Consumer Shopping Behavior: A Field Study, DONALD R. LICHTENSTEIN, NANCY M. RIDGWAY, and RICHARD G. NETEMEYER, May 1993, 234–45.

Seven price-related constructs—five consistent with a perception of price in its "negative role" and two consistent with a perception of price in its "positive role"—are used as independent variables to predict marketplace responses/behaviors in five domains: price search, generic product purchases, price recall, sale responsiveness, and coupon redemption. The price-related constructs explain a significant amount of variance in all five domains, providing evidence of predictive validity. Results of a higher order factor analysis are also reported, which provide some support for the positive-negative perception of price taxonomy.

Pricing a Bundle of Products or Services: The Case of Nonprofits, ASIM ANSARI, S. SIDDARTH, and CHARLES WEINBERG, February 1996, 86–93.

The authors determine the optimal number of items to be included in a service bundle for a profit-maximizing firm that uses pure components, pure bundling, or mixed bundling strategies. When applied to Venkatesh and Mahajan's (1993) data, the number of events held is shown to have a substantial impact on firm profits. The authors also study the pricing strategies of a nonprofit organization that seeks to maximize usage subject ot a nondeficit constraint. Using the same data, the authors show that compared to a profit maximizing firm, a usage-maximizing nonprofit organization (1) charges lower prices, (2) holds more events, and (3) takes fixed costs into account in setting prices. For the distributions considered by Venkatesh and Mahajan (1993), there is a reversal in the order of preferred strategies, with the pure-bundling strategy dominating the single ticket strategy, though mixed bundling is still the most preferred strategy. In addition, the authors find that attendance is *not* maximized by

offering the greatest possible number events. The effects of alternative objective functions, such as surplus maximization, and additional bundling policies (adding bundles consisting only some of the events scheduled) are also examined.

A Probabilistic Approach to Pricing a Bundle of Products or Services, R. VENKATESH and VIJAY MAHAJAN, November 1993, 494–508.

The authors propose a probabilistic approach to optimally price a bundle of products or services that maximizes seller's profits. Their focus is on situations in which consumer decision making is on the basis of multiple criteria. For model development and empirical investigation they consider a season ticket bundle for a series of entertainment performances such as sports games and music/dance concerts. In this case, they assume consumer purchase decisions to be a function of two independent resource dimensions, namely, available time to attend performances and reservation price per performance. Using this information, the model suggests the optimal prices of the bundle and/or components (individual performances), and corresponding maximum profits under three alternative strategies: (a) pure components (each performance is priced and offered separately), (b) pure bundling (the performances are priced and offered only as a bundle), and (c) mixed bundling (both the bundle and the individual performances are priced and offered separately). They apply their model to price a planned series of music/dance performances. Results indicate that a mixed bundling strategy is more profitable than pure components or pure bundling strategies provided the relative prices of the bundle and components are care fully chosen. Limitations and possible extensions of the model are discussed.

"Sweet Lemons": Illusory Quality, Self-Deceivers, Advertising, and Price, PHILIP M. PARKER, August 1995, 291–307.

See "Strategy and Planning"

PROMOTION

Double Couponing and Retail Pricing in a Couponed Product Category, TRICHY V. KRISHNAN and RAM C. RAO, November 1995, 419–32.

A common practice in many supermarkets is double, and in some cases, triple couponing. Retail managers adopting this policy react emotionally to couponing by manufacturers: They "won't tolerate dumping in this marketplace by manufacturers who run 25 cents coupons elsewhere, but 50 cents coupons [t]here." How justified are retail managers in their claims? Does it really benefit manufacturers to do this? How is the retail pricing of the category affected by the double-couponing policy? And, what happens to the competing retailer that does not double coupon? The authors provide answers to these questions. They use a game theoretic model to (1) study the effects of double couponing, (2) derive the equilibrium level of couponing by manufacturers, and (3) derive the double-couponing retailer's retail pricing of brands in the category, as well as the pricing of the competing retailer that does not follow the double-couponing policy. The authors then test their results using primary data on retail prices.

Integrating Information From Advertising and Trial: Processes and Effects on Consumer Response to Product Information, ROBERT E. SMITH, May 1993, 204–19.

See "Consumer Behavior"

Measuring the Dynamic Effects of Promotions on Brand Choice, PURUSHOTTAM PAPATLA and LAKSHMAN KRISHNAMURTHI, February 1996, 20–36.

Promotions are being used with increasing frequency by manufacturers facing highly competitive markets, which is causing concern among some marketers who feel that frequent promotions can hurt a brand. Nevertheless, there is little empirical evidence to either support or dispel such fears. To fill this gap in the literature, the authors propose a brand choice model that provides an estimate of the dynamic effects of promotions on loyalty to the brand and customers' sensitivity to the price of the brand, and measures whether promotional purchases reinforce or reduce subsequent response to similar promotions. They estimate a random effects heteroskedastic covariance probit time-varying parameter model on household scanner panel data from the liquid detergent category. Their results indicate that increased purchases using coupons erode brand loyalty and increase price sensitivity. In addition, the authors find that the effect of features and displays on brand choice is reinforced by prior feature and display purchases, respectively, as well as by feature and display purchases associated with price cuts. Future research directions are also discussed.

A Model of How Discounting High-Priced Brands Affects the Sales of Low-Priced Brands, RAJ SETHURAMAN, November 1996, 399–409.

Drawing on a consumer preference distribution structure postulated in analytical modeling research, the author develops a Separate Effects Model that separates the total discount effect of a competing high-priced brand on the sales of the focal low-priced brand into discount effect in the region where price of the competing brand is (1) above the price of the focal brand, (2) equal to the price of the focal brand, and (3) below the price of the focal brand. The author applies the model to store-level data on fabric softener and illustrates the steps involved in the estimation and usefulness of model results. In particular, he shows that the Separate Effects Model can (1) identify the source of the discount effect observed in the conventional model, (2) uncover discount effects not detected in the conventional model, and (3) guide managers' decisions related to discount sizes and provide some insights about brand strength. An interesting substantive finding from the empirical analysis is that the leading national brand can draw sales from competing brands without reducing its price below the price of the other brands.

SALES FORCE MANAGEMENT

Antecedents and Consequences of Salesperson Job Satisfaction: Meta-Analysis and Assessment of Causal Effects, STEVEN P. BROWN and ROBERT A. PETERSON, February 1993, 63–77.

A three-phase quantitative investigation of relationships involving salesperson job satisfaction was undertaken. First, the strength, valence, and consistency of pairwise relationships were assessed by means of a meta-analysis. Second, methodological characteristics coded as moderator variables were used to account for variability in study effects. Finally, weighted mean correlations resulting from the analysis of pairwise relationships were used to evaluate a causal model of antecedents and consequences of job satisfaction. In general, relationships involving job satisfaction were robust across study contexts. Systematic moderating effects of type of salesforce and operationalization of job satisfaction were found. Several summary conclusions about antecedents and consequences of salesperson job satisfaction are drawn from the analyses.

Converting From Independent to Employee Salesforces: The Role of Perceived Switching Costs, ALLEN M. WEISS and ERIN ANDERSON, February 1992, 101–15.

A study was conducted to understand when and why manufacturers might convert from an independent salesforce to a direct salesforce. On the basis of hypotheses developed from channel distribution theory and ecological theory of organizational change, the authors estimate a model of a firm-s intention to "go direct" with survey data from 243 manufacturers currently using manufacturers' representatives. Results indicate considerable inertia in the manufacturer/agent relationship and suggest some reasons for the stability of those arrangements.

The Influence of the Market Orientation of the Firm on Sales Force Behavior and Attitudes, JUDY A. SIGUAW, GENE BROWN, and ROBERT E. WIDING, II, February 1994, 106–16.

The authors used a national sample of 306 industrial salespeople to investigate empirically a model incorporating the constructs of market orientation, customer orientation, a difference score, and job attitudes. The results indicate that the selected market orientation of the firm significantly influences salesperson customer orientation and job attitudes.

The Motivational Impact of Sales Quotas on Effort, JHINUK CHOWDHURY, February 1993, 28–41.

A conceptual framework is presented that resolves some of the conflicts and inconsistencies in the various paradigms pertaining to goal setting. Hypotheses about the impact of quota level, expectancy, and self-efficacy on motivation are developed and tested in a laboratory experiment in which the subjects assume the role of salespersons and negotiate with opponents whose roles are simulated by a custom-designed computer program. The results indicate that as quota level is increased, effort increases only up to a point, after which increases in the level of the quota may actually decrease effort. Additionally, the impact of increased quota levels is stronger for subjects who are high in self-efficacy than for subjects who are levels is stronger for subjects who are high in self-efficacy than for subjects who are low in self-efficacy. Finally, information about the level of task difficulty also influences the motivation to expend effort at the task.

Organizational Citizenship Behavior and Sales Unit Effectiveness, PHILIP M. PODSAKOFF and SCOTT B. MACKENZIE, August 1994, 351–63.

Organizational citizenship behaviors (OCBs) are defined as discretionary, extra-role behaviors on the part of a salesperson that have been shown to influence managers' evaluations of performance. It has been suggested that one reason managers value OCBs is that they believe OCBs contribute to organizational success. The authors' purpose is to investigate the impact of OCBs on objective unit performance and compare this effect to the impact that OCBs have on managerial evaluations. First, the impact of OCBs on overall performance evaluations is examined. Second, the aggregate effects of unit-level OCBs on agency performance are examined using objective performance data for 116 agencies in a major insurance company. The results show that OCBs make an important contribution to overall agency performance; however, some citizenship behaviors appear to help and others hinder agency performance. Finally, a comparison of the results of the two studies suggests that managers tend to overvalue some citizenship behaviors and undervalue others.

Organizational Consequences, Marketing Ethics, and Salesforce Supervision, SHELBY D. HUNT and ARTURO Z. VASQUEZ-PARRAGA, February 1993, 78–90.

See "Ethics"

SCALING METHODS

Assessing Reseller Performance From the Perspective of the Supplier, NIRMALYA KUMAR, LOUIS W. STERN, and RAVI S. ACHROL, May 1992, 238–53.

See "Channels of Distribution"

Improving Rating Scale Measures by Detecting and Correcting Bias Components in Some Response Styles, ERIC A. GREENLEAF, May 1992, 176–88.

See "Measurement"

SEGMENTATION RESEARCH

Brand Choice, Purchase Incidence, and Segmentation: An Integrated Approach, RANDOLPH E. BUCKLIN and SUNIL GUPTA, May 1992, 201–15.

The authors develop an approach to market segmentation based on consumer response to marketing variables in both brand choice and category purchase incidence. The approach reveals segmentation as well as the nature of choice and incidence response for each segment. Brand choice and purchase incidence decisions are modeled at the segment level with the disaggregate multinomial logit and nested logit models; segment sizes are estimated simultaneously with the choice and incidence probabilities. Households are as signed to segments by using their posterior probabilities of segment membership based on their purchase histories. The procedure thereby permits an analysis of the demographic, purchase behavior, and brand preference characteristics of each response segment. The authors illustrate their approach with scanner panel data on the liquid laundry detergent category and find segmentation in price and promotion sensitivity for both brand choice and category purchase incidence. The results suggest that many households that switch brands on the basis of price and promotion do not also accelerate their category purchases and that households that accelerate purchases do not necessarily switch brands.

Evaluating the Multiple Effects of Retail Promotions on Brand Loyal and Brand Switching Segments, RAJIV GROVER and V. SRINIVASAN, February 1992, 76–89.

See "Buyer Behavior"

Reflections on "A Simultaneous Approach to Market Segmentation and Market Structuring," RAJIV GROVER and V. SRINIVASAN, November 1992, 474–76.

The authors reflect on the research process, the review process, and several aspects of their 1987 article, which won the 1992 O'Dell Award.

Richness Curves for Evaluating Market Segmentation, THOMAS P. NOVAK, JAN de LEEUW, and BRUCE MacEVOY, May 1992, 254–67.

Overall evaluation of market segmentation often is based on variance-explained measures, such as R2. However, variance explained measures can be misleading if applied to the managerial problem of selecting target segments. Richness curves are proposed as an alternative way of evaluating market segmentation. Statistical considerations (bias and stability) are addressed.

Using Segmentation to Improve Sales Forecasts Based on Purchase Intent: Which "Intenders" Actually Buy? VICKI G. MORWITZ and DAVID SCHMITTLEIN, November 1992, 391–405.

The authors investigate whether the use of segmentation can improve the accuracy of sales forecasts based on stated purchase in tent. The common current practice is to prepare a sales forecast by using purchase intent and observed historical patterns in purchase rates given level of intent. The authors show that the accuracy of sales forecasts based on purchase intent can be improved by first using certain kinds of segmentation methods to segment the panel members. The main empirical finding is that more accurate sales forecasts appear to be obtained by applying statistical segmentation methods that distinguish between dependent and independent variables (e.g., CART, discriminant analysis) than by applying simpler direct clustering approaches (e.g., a priori segmentation or K-means clustering). The results further reveal that meaningful segments are present and identifiable that vary in their subsequent purchase rates for a given level of intent. This identification has important implications for areas such as target marketing, as it indicates which customer segments will actually fulfill their intentions. One key substantive finding is that households in a (demographic/product usage-based) segment having an a priori high propensity to purchase are also more likely to fulfill a positive intention to purchase.

SELLING

Costs and Benefits of Hard-Sell, WUJIN CHU, EITAN GERSTNER, and JAMES D. HESS, February 1995, 97–102.

Marketers are accused of selling people products they do not need. This can frustrate consumers and eventually lead to angry social commentators. The authors define hard-sell as an effort to match customers to goods that is so annoying to the average consumer that the displeasure exceeds its potential benefits. Using this definition, they derive three results: Hard-sell (1) prevails in the market because it mitigates price competition, (2) injures all consumers, including the often-overlooked customers who avoid direct encounters with the practice, and yet it (3) may increase social welfare because sellers gain more than consumer lose.

The Effect of Just-in-Time Selling on Organizational Structure: An Empirical Investigation, RICHARD GERMAIN, CORNELIA DRÖGE, and PATRICIA J. DAUGHERTY, November 1994, 471–83.

The authors test a model of the relationships among environmental uncertainty, just-in-time (JIT) selling, and dimensions of organizational structure. The results show that uncertainty is antecedent to JIT selling and that JIT selling predicts performance control, specialization, and scheduling decentralization. JIT selling is unrelated to face-to face integration and operations decentralization

Efficient Marketing Communication: Helping the Customer Learn, BIRGER WERNERFELT, May 1996, 239–46.

The author proposes that firms should treat customers as partners when they make decisions about marketing communication. The proposal is defended by a claim that for many firms this would help maximize long-term profits. This is supported on two grounds: First, with competition or repeated trade, it may be roughly consistent with literal profit maximization; and second, compared with profit maximization, it is more operational and less conducive to "short-termism."

Rentals, Sales, and Buybacks: Managing Secondary Distribution Channels, DEVAVRIT PUROHIT and RICHARD STAELIN, August 1994, 325–38.

The authors analyze a problem facing a durable product manufacturer who has to manage two "noncompeting" channel systems. In particular, they focus on the practices of U.S. automakers who distribute new cars through both dealers and rental agencies. In their stylized model, the dealer sells cars to customers and the renter satisfies customers' short-term needs by renting cars. As a result, in the short run, the rental market does not compete with the dealer's market. However, if the renter eventually sells some of its used cars into the consumer market, then these sales can compete with the dealer's sales of new cars. Using a two-period model, the authors analyze three channel structures that exist in today's auto market. They discuss the implications of their work on the structure of distribution channels in the automobile industry and show how dealer profits and total manufacturer sales depend on the type of channel structure used.

Using Demonstration to Increase New Product Acceptance: Controlling Demonstration Time, AMIR HEIMAN and EITAN MULLER, November 1996, 422–30.

One of the major ways that manufacturers decrease the uncertainty that is involved in making a choice between competing brands of experience goods is through demonstrations of their new products. The authors investigate the issue of the length of a demonstration and, in particular, provide answers to the following three questions: What is the optimal length of a demonstration? Does the optimal length vary between different products? Does the optimal length vary between different consumers? They analyze 225 cases from the motor vehicle industry and 46 cases from the computer industry with regard to number and length of demonstrations offered and relate the findings to their theoretical model. The empirical results yield strong support for their theory. They also find that most firms offered a longer demonstration than needed and failed to use an appropriate segmentation technique for optimizing the demonstration with respect to different consumer groups.

STATISTICAL METHODS

A Bayesian Approach for Estimating Target Market Potential With Limited Geodemographic Information, DANIELS. PUTLER, KIRTHI KALYANAM, and JAMES S. HODGES, May 1996, 134–49.

See "Marketing Analysis and Response"

Building Market Structures From Consumer Preferences, LEE G. COOPER and AKIHIRO INOUE, August 1996, 293–306.

See "Marketing Analysis and Response"

Capturing Geographically Localized Misspecification Error in Retail Store Choice Models, ROLAND T. RUST and NAVEEN DONTHU, February 1995, 103–10.

No retail store choice model, no matter how many relevant variables it might include, can realistically expect to model all the variation in store choice. There are always some variables that are left out, because they are difficult to measure, they have not yet been conceptualized in theory, or their estimated parameter stability suffers when an excessive number of predictors are included. Because these omitted variables can be correlated with geographic location, model misspecification error may itself be correlated with location. Estimating the geographically localized misspecification errors therefore suggests itself as a method for estimating (and predicting) the effects of these omitted variables. The authors show that spatial nonstationarity of the model parameters may also be expressed as an instance of omitted variables and therefore be addressed using their method. They show, using both a simulation study and an empirical natural experiment, that estimating the geographically localized misspecification error can appreciably reduce prediction error, even when the predictor model is reasonably well specified.

Competitive-Component Analysis: A New Approach to Calibrating Asymmetric Market-Share Models, LEE G. COOPER, DANIEL KLAPPER, and AKIHIRA INOUE, May 1996, 224–38.

Managers are unlikely to keep current with advanced developments in market-response analysis, and technical analysts often lack the marketplace knowledge of the many product categories they must track through syndicated data; this is a recipe for bad decisions. The authors present methods based on three-mode factor analysis and multivariate regression that can help both analysts and managers make better decisions regarding whether UPCs should be aggregated into brand units and, if so, how should the aggregation be done; which marketing instruments to track; and how to disentangle correlated promotional strategies. The practicality of this approach is demonstrated by an application to UPC-level data (25 UPCs, seven marketing instruments, 156 weeks). In this example, to aggregate UPCs within a manufacturer into brand units would distort the relations between the marketing instruments and market responses. A multivariate regression from the competitive-component scores provides a methodologically sound and practical method for calibrating market response in such cases.

Consideration Sets in Conjoint Analysis, KAMEL JEDIDI, RAJEEV KOHLI, and WAYNE S. DESARBO, August 1996, 364–72.

The authors model product consideration as preceding choice in a segment-level conjoint model. They propose a latent-class tobit model to estimate cardinal, segment-level preference functions based on consumers' preference ratings for product concepts considered worth adding to consumers' self-explicated consideration sets. The probability with which the utility of a product profile exceeds an unobserved threshold corresponds to its consideration probability, which is assumed to be independent across product profiles and common to consumers in a segment. A market-share simulation compares the predictions of the proposed model with those obtained from an individual-level tobit model and from traditional ratings-based conjoint analysis. The authors also report simulations that assess the robustness of the proposed estimation procedures, which uses an E-M algorithm to obtain maximum likelihood parameter estimates.

Elimination by Dimensions, DENNIS H. GENSCH and SANJOY GHOSE, November 1992, 417–29.

See "Econometric Models"

An Empirical Comparison of Ratings-Based and Choice-Based Conjoint Models, TERRY ELROD, JORDAN J. LOUVIERE, and KRISHNAKUMAR S. DAVEY, August 1992, 368–77.

See "Econometric Models"

Equity Estimation and Assessing Market Response, ALBERT R. WILDT, November 1993, 437–51.

Equity estimation has been proposed as a possibly superior technique for estimating market response functions in the presence of high predictor-variable collinearity. The relative performance of equity, ridge, and ordinary least squares (OLS) estimators is examined using simulation experiments. In part, findings are consistent with prior research and indicate that, under certain conditions, equity outperforms OLS and ridge on a number of important criteria, and equity yields coefficient estimates that assign more equal explanatory weight to correlated predictor variables than does OLS or ridge. As collinearity increases, this tendency becomes very pronounced, to the point where equity yields estimated standardized coefficients more equal in magnitude irrespective of other conditions, such as true coefficient values and model explanatory power.

Equity Estimation and Assessing Market Response: A Rejoinder, ARVIND RANGASWAMY and LAKSHMAN KRISHNAMURTHI, November 1995, 480–85.

The authors use a simulation that explores the same factor used by Wildt (1993), but provides results that refute several of the findings reported in that study. The authors maintain that, under conditions of multicollinearity, the Equity estimator provides estimates that are typically closer to the true parameters than the ordinary least squares and Ridge estimates.

Flexible Purchase Frequency Modeling, PATRICK L. BROCKETT, LINDA L. GOLDEN, and HARRY H. PANJER, February 1996, 94–107.

The authors present a general framework for purchase frequency modeling that enables flexible fitting and convenient computation. Their easily described purchase frequency distributions subsume many previous models and provide a connection between mixed Poisson models. These distributions provide simple parametric equations for individual-level prediction of second-period purchase frequency based on observed first-period purchase frequencies. The results are applied to four marketing panel data sets.

Implications for Asymmetry, Nonproportionality, and Heterogeneity in Brand Switching from Piece-wise Exponential Mixture Hazard Models, MICHEL WEDEL, WAGNER A. KAMAKURA, WAYNE S. DESARBO, and FRENKEL TER HOFSTEDE, November 1995, 457–62.

See "Brand Evaluation and Choice"

The Importance of Utility Balance in Efficient Choice Designs, JOEL HUBER and KLAUS ZWERINA, August 1996, 307–17.

Choice designs traditionally have been built under the assumption that all coefficients are zero. The authors show that if there are reasonable nonzero priors for expected coefficient, then these can be used to generate more statistically efficient choice designs, because the alternatives in their choice sets are balanced in utility—they have more similar choice probabilities. The authors demonstrate that the appropriate measure of choice design efficiency requires probability centering and weighting of the rows of the design matrix, and they illustrate how this criterion enables the analyst to appropriately trade off utility balance against three other principles: orthogonality, level balance, and minimal overlap. Two methods, swapping and relabeling attribute levels, provide complementary ways to increase the utility balance of choice designs. The authors apply a process for generating utility-balanced designs to five difference choice designs and show that it reduces by 10–50% the number of respondents needed to achieve a specific error level around the parame-

ters. A sensitivity analysis reveals that these gains are diminished, but still substantial, despite strong misspecifications of prior parameter estimates.

Incorporating Prior Knowledge into the Analysis of Conjoint Studies, GREG M. ALLENBY, NEERAJ ARORA, and JAMES L. GINTER, May 1995, 152–62.

See "Brand Evaluation and Choice"

Inferring Market Structure With Aggregate Data: A Latent Segment Logit Approach, MICHAEL J. ZENOR and RAJENDRA K. SRIVASTAVA, August 1993, 369–79.

See "Market Analysis and Response"

An Integrative Look at the Use of Additive and Multiplicative Covariance Structure Models in the Analysis of MTMM Data, AJITH KUMAR and WILLIAM R. DILLON, February 1992, 51–64.

See "Econometric Models"

Isolating the Determinants of Innovativeness: A Split-Population Tobit (SPOT) Duration Model of Timing and Volume of First and Repeat Purchase, MURALI CHANDRASHEKARAN and RAJIV K. SINHA, November 1995, 444–56.

See "New Product Development and Launch"

Joint Segmentation on Distinct Interdependent Bases With Categorical Data, VENKATRAM RAMASWAMY, RABIKAR CHATTERJEE, and STEVEN H. COHEN, August 1996, 337–50.

The authors discuss a latent class framework for market segmentation with categorical data on two conceptually distinct but possibly interdependent bases for segmentation (e.g., benefits sought and usage of products and services). The joint latent segmentation model explicitly considers potential interdependence between the bases at the segment level by specifying the joint distribution of latent classes over the two bases, while simultaneously extracting segments on each distinct basis. An EM algorithm is used to estimate the model parameters. The authors present an empirical application, using pick-any data collected by a regional bank on two popular, conceptually appealing, and interdependent bases for segmenting customers of financial services—benefits (i.e., desired financial goals) and product usage (of an array of banking services). A comparative evaluation of the approach on synthetic data demonstrates the ability of the modeling framework to detect and estimate the interdependence structure underlying the two segmentation bases and thereby provide more accurate segmentation than "traditional" (single-basis) latent segmentation methods.

Log-Linear Trees: Models of Market Structure in Brand Switching Data, THOMAS P. NOVAK, August 1993, 267–87.

Log-linear trees restrict the log-linear model of quasi-symmetry so that parameters are interpretable as arc lengths in an additive tree. The tree representation can be interpreted further in terms of consumer heterogeneity, affording a dual interpretation in terms of both market structure and opportunities for market segmentation.

Making the Cut: Modeling and Analyzing Choice Set Restriction in Scanner Panel Data, S. SIDDARTH, RANDOLPH E. BUCKLIN, and DONALD G. MORRISON, August 1995, 255–66.

See "Brand Evaluation and Choice"

MANOVAMAP: Graphical Representation of MANOVA in Marketing Research, THOMAS P. NOVAK, August 1995, 357–74.

The author proposes a graphical representation of the multivariate analysis of variance (MANOVA). This representation, termed a "MANOVAMAP," shows the magnitude of MANOVA model effects and their statistical significance in an easily interpreted statistical graphic. The author discusses the use and construction of MANOVAMAPs for an empirical example and compares it with both a traditional MANOVA analysis of the data and a traditional graphical analysis based on centroid plots.

Measuring the Dynamic Effects of Promotions on Brand Choice, PURUSHOTTAM PAPATLA and LAKSHMAN KRISHNAMURTHI, February 1996, 20–36.

See "Promotion"

Meta-Analysis With Heteroscedastic Effects, MURALI CHANDRASHEKARAN and BETH A. WALKER, May 1993, 246–55.

To enhance the utility of meta-analysis as an integrative tool for marketing research, heteroscedastic MLE (HMLE), a maximum likelihood-based estimation procedure, is proposed as a method that overcomes heteroscedasticity, a problem known to impair OLS estimates and threaten the validity of meta-analytic findings. The results of a Monte Carlo simulation experiment reveal that, under a wide range of heteroscedastic conditions, HMLE is more efficient and powerful than OLS and achieves these performance advantages without inflating type I error. Further, the relative performance of HMLE increases as heteroscedasticity becomes more severe. An empirical analysis of a meta-analytic dataset in marketing con firmed and extended these findings by illustrating how the enhanced efficiency and power of HMLE improve the ability to detect moderator variables and by demonstrating how the theoretical generalizations emerging from a meta-analysis are affected by the choice of the analytic procedure.

Metric Conjoint Segmentation Methods: A Monte Carlo Comparison, MARCO VRIENS, MICHEL WEDEL, and TOM WILMS, February 1996, 73–85.

The authors compare nine metric conjoint segmentation methods. Four methods concern two-stage procedures in which the estimation of conjoint models and the partitioning of the sample are performed separately; in five the estimation and segmentation stages are integrated. The methods are compared conceptually and empirically in a Monte Carlo study. The empirical comparison pertains to measures that assess parameter recovery, goodness-of-fit, and predictive accuracy. Most of the integrated conjoint segmentation methods outperform the two-stage clustering procedures under the conditions specified, in which a latent class procedure performs best. However, differences in predictive accuracy were small. The effects of degrees of freedom for error and the number of respondents were considerably smaller than those of number segments, error variance, and within-segment heterogeneity.

Modifying Cluster-Based Segments to Enhance Agreement With an Exogenous Response Variable, ABBA M. KRIEGER and PAUL E. GREEN, August 1996, 351–63.

K-means clustering programs are frequently used to group buyers into market segments. Segment members exhibit similar background profiles, based on such characteristics as psychographics, benefits seeking, conjoint-based partworths, and so on. In addition, researchers also may use data on one or more exogenous variables for the same respondents. The authors describe and apply an algorithm for systematically modifying the original K-means segmentation to enhance prediction of an exogenous variable (either continuous or categorical). The modification is designed to respect a user-specified constraint on the permissible percentage decrease in the initial partition's ratio of among-groups sums of squares to total-groups sums of squares. The authors compare this approach with models drawn from the highly popular clusterwise regression literature.

On Using Demographic Variables to Determine Segment Membership in Logit Mixture Models, SACHIN GUPTA and PRADEEP K. CHINTAGUNTA, February 1994, 128–36.

The authors propose an extension of the logit-mixture model that defines prior segment membership probabilities as functions of concomitant (demographic) variables. Using this approach it is possible to describe how membership in each of the segments, segments beings characterized by a specific profile of brand preferences and marketing variable sensitivities, is related to household demographic characteristics. An empirical application of the methodology is provided using A.C. Nielsen scanner panel data on catsup. The authors provide a comparison with the results obtained using the extant methodology in estimation and validation samples of households.

A Parsimonious Estimating Technique for Interaction and Quadratic Latent Variables, ROBERT A. PING, JR., August 1995, 336–47.

The author proposes an alternative estimation technique for quadratic and interaction latent variables in structural equation models using LISREL, EQS, and CALIS. The technique specifies these variables with single indicants. The loading and error terms for the single indicants can be specified as constants in the structural model. The author's technique is shown to perform adequately using synthetic data sets.

Perceptual Mapping Based on Idiosyncratic Sets of Attributes, JAN-BENEDICT E.M. STEENKAMP, HANS C.M. VAN TRIJP, and JOS M.F. TEN BERGE, February 1994, 15–27.

The authors describe a compositional perceptual mapping procedure, unrestricted attribute-elicitation mapping (UAM), which allows consumers to describe and rate the brands in their own terminology and thus relaxes the restrictive assumptions of traditional compositional mapping techniques regarding the structure and interpretation of the set of attrib-

utes. They compare the performance of three estimation techniques for constructing a group space based on the idiosyncratic data, namely, INDSCAL, CANCOR, and generalized procrustes analysis (GPA). Their findings indicate that the three estimation techniques perform about equally well. UAM also is compared with traditional compositional mapping. They find that UAM is superior on fit of the solution, interpretability, and sample reliability. UAM probably holds an edge with respect to data collection Traditional compositional mapping is superior on ease of data analysis. No major difference was found on predictive validity and structural reliability.

Predicting Behavior From Intention-to-Buy Measures: The Parametric Case, ALBERT C. BEMMAOR, May 1995, 176–91.
See "Forecasting"

Reliability Measures for Qualitative Data: Theory and Implications, ROLAND T. RUST and BRUCE COOIL, February 1994, 1–14.
Data based on qualitative judgments are prevalent in both academic research in marketing and applied marketing research. Reliability measurement of qualitative data is important to determine the stability and quality of the data obtained. The authors assume a decision theoretic loss function, formally model the loss to the researcher of using wrong judgments, and show how this produces a new proportional reduction in loss (PRL) reliability measure that generalizes many existing quantitative and qualitative measures. Because the PRL measure is often cumbersome to compute directly, they provide reference tables that enable the researcher to apply their approach easily. They then use this new approach to explore several practical issues in conducting marketing research with qualitative judgments. In particular, they address the issues of (1) how reliable qualitative data should be (extending directly from Nunnally's rule of thumb for Cronbach's alpha in quantitative measurement), (2) how many judges are necessary given a known proportion of agreement between judges, and (3) given a fixed number of judges, what proportion of agreement must be obtained to ensure adequate reliability.

The Role of the Scale Parameter in the Estimation and Comparison of Multinomial Logit Models, JOFFRE SWAIT and JORDAN LOUVIERE, August 1993, 305–14.
Multinomial logit (MNL) models are widely used in marketing research to analyze choice data, but it is not generally recognized that the unit of the utility scale in a MNL model is inversely related to the error variance. This means that, for instance, parameters of two identical utility specifications estimated from different data sources with unequal variances will necessarily differ in magnitude, even if the true model parameters that generated the utilities are identical in both sets. Despite a growing number of papers that compare MNL coefficients, no examples of appropriate tests of the joint and separate hypotheses of scale and parameter equality in MNL models exist in the marketing literature. The purpose of this paper is to address the proper procedure for MNL parameter comparisons between different data sets and to propose a simple relative scaling test that can be implemented with standard MNL estimation software. Several examples are given to illustrate the approach.

A Segmentation Model for the Targeted Marketing of Consumer Durables, BARRY L. BAYUS and RAJ MEHTA, November 1995, 463–69.
See "Forecasting"

Semiparametric Versus Parametric Classification Models: An Application to Direct Marketing, JAN ROELF BULT, August 1993, 380–90.
In this paper we are concerned with estimation of a classification model using semiparametric and parametric methods. Benefits and limitations of semiparametric models in general, and of Manski's maximum score method in particular, are discussed. The maximum score method yields consistent estimates under very weak distributional assumptions. The maximum score method can very easily be used in situations where it is more serious to make one kind of classification error than another. In this paper, we use a so-called threshold-crossing model to discriminate between credit card holders and nonholders. The estimated parameters of the logit model differ significantly from the estimates of maximum score. Given an asymmetric loss function, maximum score performs better than the logit model.

A Two-Stage Sales Forecasting Procedure Using Discounted Least Squares, STEPHEN A. SMITH, SHELBY H. McINTYRE, and DALE D. ACHABAL, February 1994, 44–56.
See "Forecasting"

Using Extremes to Design Products and Segment Markets, GREG M. ALLENBY and JAMES L. GINTER, November 1995, 392–403.
See "New Product Development and Launch"

STRATEGY AND PLANNING

Advertising Strategies in a Dynamic Oligopoly, GARY M. ERICKSON, May 1995, 233–37.
See "Advertising and Media"

Age Differences in Children's Choice Behavior: The Impact of Available Alternatives, DEBORAH ROEDDER JOHN and RAMNATH LAKSHMI-RATAN, May 1992, 216–26.
See "Buyer Behavior"

A Communications Response Model for a Mature Industrial Product: Application and Implications, SRINATH GOPALAKRISHNA and RABIKAR CHATTERJEE, May 1992, 189–200.
See "Industrial Marketing"

Competitor Orientation: Effects of Objectives and Information on Managerial Decisions and Profitability, J. SCOTT ARMSTRONG and FRED COLIAPY, May 1996, 188–99.
Managers are often advised, "beat your competitors," which sometimes contrasts with the advice, "do the best for your firm." This may lead managers to focus on comparative measures such as market share. Drawing on game theory, the authors hypothesize that managers are competitor oriented under certain conditions, in particular, when they are provided with information about competitors' performance. Empirical studies lead to the additional hypothesis that a competitor orientation is detrimental to performance. To examine these hypotheses, the authors conduct two studies. The first is a laboratory study in which 1016 subjects made pricing decisions. When information about the competitor's profits was provided, over 40% of the subjects were willing to sacrifice part of their company's profits to beat or harm the competitor. Such competitor-oriented behavior occurred across a variety of treatments. The second is a field study used to examine the performance over a half-century of 20 large U.S. firms with differing objectives. Firms with competitor-oriented (market share) objectives were less profitable and less likely to survive than those whose objectives were directly oriented to profits.

Controlling for Observed and Unobserved Magerial Skills in Determining First-Mover Market Share Advantages, B.P.S.MURTHI, KANNAN SRINIVASAN, and GURUMURTHY KALYANARAM, August 1996, 329–36.
Empirical research on pioneering advantage establishes a strong association between pioneering and market share. Researchers, however, suggest that managerial skills may account for the relationship and underscore the need to control for such skills. The authors develop efficiency measures to represent a firm's managerial skills, employing the data envelopment analysis framework as well as a regression-based approach. Furthermore, they account for unobserved, firm-specific factors for observed and unobserved managerial skills, they reexamine the impact of pioneering on market share and find that it is robust even after they control for managerial skills.

Converting From Independent to Employee Salesforces: The Role of Perceived Switching Costs, ALLEN M. WEISS and ERIN ANDERSON, February 1992, 101–15.
See "Salesforce Research"

Determinants of Competitor Response Time to a New Product Introduction, DOUGLAS BOWMAN and HUBERT GATIGNON, February 1995, 42–53.
See "New Product Development and Launch"

The Effect of Influence Type and Performance Outcomes on Attitude Toward The Influencer, LISA K. SCHEER and LOUIS W. TERN, February 1992, 128–42.
See "Attitude Theory Research"

The Effects of Advertised and Observed Quality on Expectations About New Product Quality, PRAVEEN K. KOPALLE and DONALD R. LEHMANN, August 1995, 280–90.
See "New Product Development and Launch"

The Effects of Brand Extensions on Market Share and Advertising Efficiency, DANIEL C. SMITH and C. WHAN PARK, August 1992, 296–313.

The authors examine the effects of brand strategy (i.e., brand extensions vs. individual brands) on new product market share and advertising efficiency, and the degree to which these effects are moderated by characteristics of the brand, the product to which it is extended, and the market in which that product competes. The findings indicate that brand extensions capture greater market share and realize greater advertising efficiency than individual brands. The strength of the parent brand is related positively to the market share of brand extensions but has no effect on advertising efficiency. Neither the market share nor the advertising efficiency of extensions is affected by the number of products affiliated with the parent brand. The relative effect of brand extensions on market share is not moderated by the degree of similarity between the extension and other products affiliated with the brand. Advertising efficiency effects, however, are elevated when similarity is high, but only when it is based on intrinsic attributes. Market share and advertising efficiency effects are elevated when the extension is composed primarily of experience attributes and competes in markets where consumers have limited knowledge of the product class. Competitive intensity does not moderate advertising efficiency effects; however, market share effects are elevated when the extension competes in markets comprising few competitors. Finally, both market share and efficiency effects diminish as the extension becomes established in the market.

The Effects of Culture and Socioeconomics on the Performance of Global Brand Image Strategies, MARTIN S. ROTH, May 1995, 163–75.
See "Brand Management"

The Effects of Sequential Introduction of Brand Extensions, KEVIN LANE KELLER and DAVID A. AAKER, February 1992, 35–50.
See "Brand Choice"

Excess Behavioral Loyalty for High-Share Brands: Deviations from the Dirichlet Model for Repeat Purchasing, PETER S. FADER and DAVID C. SCHMITTLEIN, November 1993, 478–93.
See "Market Analysis and Response"

Guest Editorial: Competition and Game Theory, R. PRESTON McAFEE and JOHN McMILLAN, August 1996, 263–67.
See "Editorials"

Impact of Resource Allocation Rules on Marketing Investment-Level Decisions and Profitability, MURALI K. MANTRALA, PRABHAKANT SINHA, and ANDRIS A. ZOLTNERS, May 1992, 162–75.

In many organizations, marketing investment-level decisions pre cede the associated resource allocation decisions and are based on market-level sales response data, often with no attention to the impact of rules used to allocate resources to submarkets. Such top down budgeting is commonly based on a perception that aggregate sales and profitability are affected much more by the level than by the allocation of the investment. The authors analyze the effects of different resource allocation rules assuming alternative specifications of submarket sales response functions and show that allocation decisions significantly influence aggregate sales response functions, investment-level decisions based on these functions, and realized profit. The authors also show aggregate sales and profit are usually more sensitive to improvements in allocation rules than to increases in investment levels and conclude that resource allocation decisions warrant more attention in marketing budgeting.

Implications for Asymmetry, Nonproportionality, and Heterogeneity in Brand Switching from Piece-wise Exponential Mixture Hazard Models, MICHEL WEDEL, WAGNER A. KAMAKURA, WAYNE S. DESARBO, and FRENKEL TER HOFSTEDE, November 1995, 457–62.
See "Brand Evaluation and Choice"

Internal Customers and Internal Suppliers, JOHN R. HAUSER, DUNCAN I. SIMESTER, and BIRGER WERNERFELT, August 1996, 268–80.

To push a customer and market orientation deep into the organization, many firms have adopted systems by which internal customers evaluate internal suppliers. The internal supplier receives a larger bonus for a higher evaluation. The authors examine two internal customer–internal supplier incentive systems. In one system, the internal customer provides the evaluation implicitly by selecting the percentage of its bonus that is based on market outcomes (e.g., a combination of net sales and customer satisfaction if these measures ca be tied to incremental profits). The internal supplier's reward is based on the percentage that the internal customer chooses. In the second system, the internal customer selects target market outcomes, and the internal supplier is rewarded on the basis of the target. In each incentive system, some risk is transferred from the firm to the employees, and the firm must pay for this; but in return, the firm need not observe either the internal supplier's or the internal customer's actions. The incentive systems are robust even if the firm guesses wrongly about what employees perceive as costly and about how employee actions affect profit. The authors discuss how these systems relate to internal customer satisfaction systems and profit centers.

Market Intelligence Dissemination Across Functional Boundaries, ELLIOT MALTZ and AJAY K. KOHLI, February 1996, 47–61.

The authors extend previous research by examining antecedents and consequences of the market intelligence dissemination process across functional boundaries. Their study, involving 788 nonmarketing managers in high-tech equipment manufacturing companies, suggests that both dissemination frequency and formality have nonlinear effects on perceived intelligence quality. In addition, they find evidence of *mere formality effect*; that is, intelligence received through formal channels appears to be used more than that obtained through informal channels. The authors also find that the frequency with which market intelligence is disseminated is related to interfunctional distance, joint customer visits, senders' positional power, a receiver's organizational commitment, and trust in a sender. Additionally they find the formality of the dissemination process is shaped by interfunctional distance, receivers' trust in senders, and structural flux. Interestingly, the effects of *internal environmental volatility* (i.e., structural flux) appear to be different from those of *external environmental volatility* (i.e., market dynamism). For example, structural flux is found to affect dissemination formality, but not frequency, whereas the opposite is true for market dynamism.

Marketing in Turbulent Environments: Decision Processes and the Time Sensitivity of Information, RASHI GLAZER and ALLEN M. WEISS, November 1993, 509–21.

The authors study the relationship among information processing, marketing decisions, and performance in turbulent markets—i.e., markets in which the time-sensitivity of information is a major factor in decision making. Drawing on both organizational contingency theory and individual behavioral decision research, the authors suggest that successful performance depends on the congruence between the level of marketplace turbulence and the information-processing style and associated decisions adopted. They focus by way of example on the decision processes embodied in formal planning procedures. Using the results from an experiment conducted with a strategic marketing simulation game, they show that "planning" leads both to an underweighting of the time-sensitivity of market place information and toward a bias in favor of certain marketing decisions over others—decisions that, in this case, result in inferior performance in turbulent markets when compared with that of decision-makers not engaged in formal planning. We discuss the implications of the findings for managerial behavior in turbulent markets.

A Measure of Market Orientation, AJAY K. KOHLI, BERNARD J. JAWORSKI, and AJITH KUMAR, November 1993, 467–77.
See "Measurement"

Order-of-Entry Effects on Consumer Memory and Judgment: An Information Integration Perspective, FRANK R. KARDES and GURUMURTHY KALYANARAM, August 1992, 343–57.
See "Brand Choice"

The Overconfidence Effect in Marketing Management Predictions, JAYASHREE MAHAJAN, August 1992, 329–42.
See "Decision Research"

Pioneer Advantage: Marketing Logic or Marketing Legend? PETER N. GOLDER and GERARD TELLIS, May 1993, 158–70.
See "New Product Development and Launch"

"Sweet Lemons": Illusory Quality, Self-Deceivers, Advertising, and Price, PHILIP M. PARKER, August 1995, 291–307.

The author's study suggests that competition can lead to low-quality advertisers competing against and gaining market shares from lower-priced, high-quality non-advertisers. Evidence in support of this market outcome comes from optometry, a service that has experienced advertising deregulation over the past two decades. The author discusses various explanations of this outcome, including the possibility that self-deceiving consumers relying on "illusory qualities" believe they can judge

product quality as measured by the firm, though they cannot. Thus, those consumers are ultimately satisfied with low-quality products at high prices—"sweet lemons."

Toward Formalizing Fashion Theory, CHRISTOPHER M. MILLER, SHELBY H. McINTYRE, and MURALI K. MANTRALA, May 1993, 142–57.
See "Market Analysis and Response"

Vertical Trade Relationships: The Role of Dependence and Symmetry in Attaining Organizational Goals, LAURANNE BUCHANAN, February 1992, 65–75.
See "Organizational Relationships"

Weak Signals Versus Strong Paradigms, C.K. PRAHALAD, August 1995, iii–viii.

SURVEY DESIGN

Carryover and Backfire Effects in Marketing Research, BARBARA A. BICKART, February 1993, 52–62.
The author examines how rating a brand on specific attributes early in a survey affects responses to a later overall brand evaluation. Specifically, she investigates the conditions under which respondents' answers to a brand evaluation are likely to be consistent with a previous attribute rating (carryover effect) versus inconsistent (backfire effect). In a laboratory experiment, the occurrence of carryover and backfire was related to the respondent's level of subjective product knowledge and the diagnosticity of the attribute rating for the brand evaluation. Implications of these findings for questionnaire design and measurement of consumers' attitudes are discussed.

Fax Surveys: Return Patterns and Comparison With Mail Surveys, JOHN P. DICKSON and DOUGLAS L. MacLACHLAN, February 1996, 108–13.
The authors investigate response patterns to fax surveys in comparison with mail surveys and explore the relative advantages and disadvantages of the two methods. The results of two studies show that the answers to questions sent by fax were comparable to those received by mail, but they were received more quickly and in greater numbers. For many types of surveys that otherwise would have used mail, using fax machines can yield higher returns at lower cost per returned questionnaire.

Hispanic and Anglo Interviewer and Respondent Ethnicity and Gender: The Impact on Survey Response Quality, CYNTHIA WEBSTER, February 1996, 62–72.
The author applies a hierarchical regression model to analyze the simultaneous effects of Hispanic and Anglo interviewer and respondent ethnicity and gender on response quality in survey research. Although few significant main effects were found, response quality was affected significantly by interaction effects of respondent and interviewer ethnicity and gender. For the most part, ethnically homophilous and gender-heterophilous interviews generate the highest response quality. Both Hispanic and Anglo respondents deferred to an interviewer of a different ethnic background when queries about the interviewer's culture, but not when asked noncultural, albeit sensitive, questions.

How Well Do You Know Your Partner? Strategies for Formulating Proxy-Reports and Their Effects on Convergence to Self-Reports, GEETA MENON, BARBARA BICKART, SEYMOUR SUDMAN, and JOHNNY BLAIR, February 1995, 75–84.
Surveys in marketing often ask one member of a household what other members think of a new product idea or what their preferences are in terms of existing products and brands. The authors investigate the strategies proxy-reporters use to answer such questions and how close they come to what the target respondents themselves answer. They find that as the extent to which a couple talks to each other or participates in an activity together increases, proxy-reporters tend to use more specific information about the target respondent, and the convergence between self- and proxy-reports tends to increase. Furthermore, as the extent of participation/discussion increases, the strategies used to arrive at self- and proxy-reports become more similar. Implications for improving the quality and cost-effectiveness of survey research are discussed.

Life-Style Segmentation With Tailored Interviewing, WAGNER A. KAMAKURA and MICHEL WEDEL, August 1995, 308–17.
The authors present a tailored interviewing procedure for life-style segmentation. The procedure assumes that a life-style measurement instrument has been designed. A classification of a sample of consumers into life-style segments is obtained using a latent-class model. With these segments, the tailored interview procedure classifies consumers into the same segments in future studies. The procedure minimizes the error of misclassification and decreases the interview costs by using only a fraction of the items for each respondent. In an empirical application to a questionnaire designed to assess lifestyle related to the consumption of fashion, the authors obtain a classification that agrees with the full interview (i.e., using all scale items) for 73% of the respondents while using only 22% of all the questions in a traditional life-style battery.

Modeling the Response Pattern to Direct Marketing Campaigns, AMIYA K. BASU, ATASI BASU, and RAJEEV BATRA, May 1995, 204–12.
See "Market Analysis and Response"

TRADING RELATIONSHIPS

Controlling Supplier Opportunism in Industrial Relationships, RODNEY L. STUMP and JAN B. HEIDE, November 1996, 431–41.
See "Channels of Distribution"

The Effects of Perceived Interdependence on Dealer Attitudes, NIRMALYA KUMAR, LISA K. SCHEER, and JAN-BENEDICT E.M. STEENKAMP, August 1995, 348–56.
See "Channels of Distribution"

The Effects of Supplier Fairness on Vulnerable Resellers, NIRMALYA KUMAR, LISA K. SCHEER, and JAN-BENEDICT E.M. STEENKAMP, February 1995, 54–65.
This study examines the role of supplier fairness in developing long-term relationships between relatively smaller, vulnerable resellers and larger, powerful suppliers. The authors conceptualize two components of fairness—distributive fairness, that is, the fairness of outcomes received by the reseller from carrying the supplier's line, and procedural fairness, the fairness of procedures and processes used by the supplier in relation to its resellers. Testing their hypotheses from the perspective of automobile dealers, the authors find strong evidence that vulnerable resellers' perceptions of both distributive and procedural fairness enhance their relationship quality, although these effects are moderated by the level of outcomes and environmental uncertainty. Furthermore, procedural fairness has relatively stronger effects on relationship quality than distributive fairness, which is a somewhat surprising result from a managerial perspective. The constructs and relationships among the constructs demonstrate cross-national stability across the two countries in the sample, the United States and the Netherlands.

An Efficiency Criterion for Marketing Design, BIRGER WERNERFELT, November 1994, 462–72.
The author proposes that the parties in vertical trading relationships allocate their efforts toward manufacturing and information exchange such that no other arrangement makes them all better off. In some cases this reduces to the suggestion that a change should be made if one party can pay others to do it.

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